

LIFE

IN THIS ISSUE

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You can be confident you're keeping your mouth and breath more wholesome, sweeter, cleaner—if you guard against tooth decay and gum troubles *both*. So don't

risk halfway dental care. Depend on *doubly-effective* Ipana care for healthier teeth, healthier gums—better all-around protection for your whole mouth.

Fight tooth decay and gum troubles both— to keep your Whole Mouth Healthier!

Only one leading tooth paste is specially designed
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Teach your children doubly-effective Ipana care

To help your youngsters grow up with healthier, cleaner mouths, show them how to fight tooth decay and gum troubles *both*. Remember, tooth decay hits 9 out of 10 children before the age of six. And later in life, gum troubles cause more than half of all tooth losses. So start your children today on the Ipana way to healthier teeth and healthier gums *both*. Ipana is another dependable Bristol-Myers product.

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With one famous tooth paste—*with Ipana and massage—you can guard your teeth and gums BOTH.

No other tooth paste—ammoniated or otherwise—has been proved more effective than Ipana to fight tooth

decay. And no other leading tooth paste is specially designed to stimulate gum circulation—*promote healthier gums*.

Remember, Ipana is the only leading tooth paste made specially to give you this doubly-protective, doubly-effective care.

So be sure of double protection—keep your whole mouth "Ipana Wholesome." Ipana's wholesome flavor is refreshing, too—you'll enjoy it. Get Ipana today.

NEW!

Big economy size Ipana
saves you up to 23¢



IPANA

For healthier teeth, healthier gums

When your family needs a friend...



YOUR DRUG STORE

...lends a helping hand...in a hurry!

THERE ARE TIMES when the delivery boy from your drug store is one of the most welcome sights in all the world—because he comes with health-giving aid when it is most urgently needed.

But emergency aid is only one small part of modern drug store service. Your druggist's professional knowledge helps you to select and buy wisely—an important extra value without extra cost.

The store on which your doctor depends to fill your prescription is a good place to trade . . . your most convenient source of *nationally preferred products* for better everyday living.

Featured on this page are four of the top-quality products found in your drug store. Buy them with confidence . . . and with the knowledge that you get "prescription care" with every purchase!

For consistent quality—rely on
**NATIONALLY
PREFERRED
PRODUCTS**
—at your drug store!



LOOK FOR THIS SIGN
It means your druggist is proud to feature nationally preferred products. They're the finest you can buy.



VICKS VAPORUB—best-known home remedy you can use to relieve distress of colds. Starts instantly—keeps working for hours. Relieves coughs, muscular soreness and tightness even while you sleep! VapoRub is grand for children and grown-ups.



NEW 1951 SCHICK INJECTOR "Gold Pack" Blades—In nationwide tests men picked new Ever Sharp Schick scalpel sharp blade 5 to 1 over all others for smoother . . . cleaner . . . safer shaves! Get finest shaves of your life . . . or money back! 20 blades 73c.



SERUTAN—Reader's Digest (Oct. '49) tells what laxatives are best. Serutan is a wonderfully effective way to promote waste elimination, has a mild laxative action like certain vegetables and fruits. If you're over 35 get Serutan. Money-back guarantee.



RED CROSS Adhesive Tape—something NEW in adhesive tape with the new, EXCLUSIVE FORMULA that guarantees better sticking qualities, greater freedom from skin irritation, stays fresh longer, has whiter appearance. Made by Johnson & Johnson. *NO CONNECTION WHATSOEVER WITH AMERICAN NATIONAL RED CROSS.

This advertisement sponsored for the Druggists of America and leading drug manufacturers by

McKESSON & ROBBINS

INCORPORATED

and in Canada by National Drug and Chemical Co., of Canada, Ltd.



If we were in Your Shoes

There's a very simple policy behind the telephone business.

We try to run it for you as we would like you to run it for us if we were in your shoes.

We'd like you to give us good, courteous telephone service at a fair price. We'd like you to keep improving it and giving us more of it.

We'd like you to run the business so that it would be a good place for people to work and a

good place for people to invest their money. We'd like it to be a progressive and successful business.

We would like you to run the business so that it would be a good and helpful citizen in everything that concerns the community and the nation, especially in these times of national defense.

That's the way we'd like you to do it for us. And that's the way we're constantly trying to do it for you.

The best and the most telephone service in the world at the lowest possible cost... **Bell Telephone System**



This One

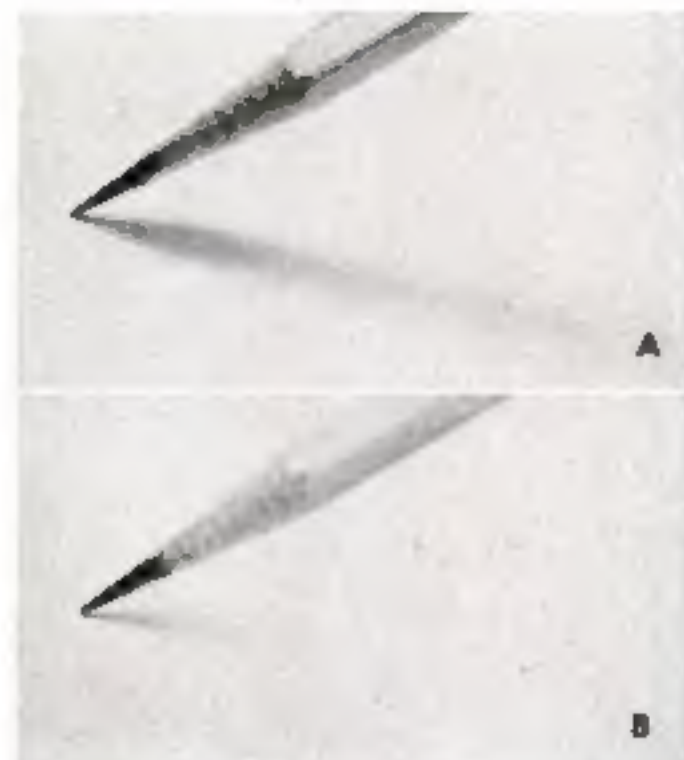


S6AS-N82-2926

4 Ways General Electric's New "Q" Coat Bulb is Different from Regular Bulbs



ONE OF THE LAMP BULBS in the photo above is a regular 100-watt lamp. The other, on the left, is a new kind of lamp bulb—General Electric's 100-watt White lamp. The White lamp is *bright all-over* because it has an inside "Q" coating that spreads the light evenly over the entire surface of the bulb. This "Q" coat gives near-perfect light diffusion so that shadows are softer, glare reduced. Yet it doesn't reduce light output. Try G-E White lamps now. See your G-E lamp dealer.



1. SOFTER SHADOWS

Pencil-test photos show that General Electric's new 100-watt White lamp softens shadows. Ordinary bulb (A) casts dark shadow. With White lamp (B) shadow is hardly visible.



2. LESS REFLECTED GLARE

No more squinting because of reflected glare from glossy pages with this new kind of lamp bulb! No more annoying glare from polished furniture surfaces, either!



3. BETTER DIFFUSION

General Electric White lamp spreads light evenly, making it wonderfully suited for use in reflector fixtures usually found over work benches, laundry tubs, etc.



4. WHITER, CLEANER LOOK

G-E White lamp keeps that clean, white beauty for life. Ideal for use where lamp bulbs are exposed. Ask for the new G-E White lamp. 100-watt . . . 21¢, plus tax.



Other General Electric Lamp Values:

60-watt . . . for use in closets, hallways, porches, etc. . . 14¢

100-watt . . . gives you lots of light at very small cost . . 16¢

1-2-300-watt 3 lite . . . Choice of three lighting levels . . 60¢

150-watt . . . for kitchen fixtures, and over laundry tubs . 20¢

Handy way to buy G-E lamp bulbs is in the 4-lamp package . . . easy to buy, carry and store.

4 40 or 60-watt bulbs . . 56¢ 4 75 or 100-watt bulbs . . 64¢

All prices subject to Federal tax.



Free! New Booklet of "Light Conditioning" Recipes

Brighten up your home with "Light Conditioning"—the newest idea in home lighting. "Light Conditioning" is a scientific combination of the right light source, the right fixture, and the right fixture location presented in easy-to-follow recipe form.

For your free copy of a new booklet of 22 light conditioning recipes, write for "See Your Home in a New Light". Lamp Department of General Electric, Div. 166-L-1, Nela Park, Cleveland 12, Ohio

You can put your confidence in—

GENERAL  ELECTRIC

*'The one Sin no Woman
ever forgives'*

He strayed...
and he paid!
SHE saw to that!

JACK H. SKIRBALL and BRUCE MANNING
present

BETTE DAVIS
BARRY SULLIVAN

in

Payment on Demand

with

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oh-oh! DRY SCALP!

... ISN'T THAT JUST THE WAY! A NICE GUY LETS DRY SCALP RUIN HIS LOOKS! IF I RECOMMEND 'VASELINE' HAIR TONIC... WILL HE GET IT?



EDDIE GOT IT...

Now a few drops a day keep dry scalp away . . . and see what *that* does for his appearance! No more dull, lifeless-looking hair. No more itchy scalp or loose dandruff either. 'Vaseline' Hair Tonic supplements natural scalp oils . . . contains neither water nor alcohol . . . works *with* Nature not against it.



Hair looks better...
Scalp feels better...
when you check DRY SCALP with

Vaseline HAIR TONIC

TRADE MARK ®

VASELINE is the registered trade mark of the Chesebrough Mfg. Co., Cos'td

LETTERS TO THE EDITORS

NATION WEIGHS FUTURE

Sirs:

Give yourself a medal for distinguished public service for your level-headed article, "A Troubled Nation Weighs Its Future" (LIFE, Jan. 8). It would be difficult to produce a more objective or clearer explanation of the vital decisions that must be made in the future by American leaders—but basically by the American people.

MURRAY SPITZER

Elizabeth, N.J.

Sirs:

I agree with Joseph P. Kennedy. Let us withdraw to our own side of the Atlantic and stay there.

We are dissipating our strength and natural resources and wasting the lives of our youngest and strongest men. Our chosen course pledges the most fruitful years of this and the next generation to building more and more armaments, making greater and greater sacrifices—and for what? Our present course will lead to a conflict in which Russia destroys us or we destroy her and so bring disaster to all mankind.

It is better to have Europe and Asia communized (especially as this seems to be the will of the majority of the people) than to destroy these continents as well as ourselves.

M. REBENTISCH

Saranac Lake, N.Y.

Sirs:

With a strictly G.O.P. background and as a follower of Hoover since college days, I regard his latest ideas as a faltering step in an otherwise brilliant career. . . .

The obvious relish with which the Russians embraced the Hoover address requires no elaboration. With one stroke Hoover would deliver to them all of Europe and Asia, compounded by the chuckleheaded blunders of others like Nehru of India. We can easily face our enemies—but what happens when our friends deliver the world to wholesale demoralization?

MAURY M. TRAVIS

Denver, Colo.

Sirs:

I think Truman's foreign policy is for the birds. I spent three years, nine months and four bloody days in the last war saving the world, and I don't want to do it again.

JOSEPH W. PENNINGER

Chicago, Ill.

Sirs:

A hasty but heartfelt vote for Dulles and Acheson against Hoover, Taft, Kennedy and McCormick. If the U.S. tries to crawl into a hole and play hermit, as we did three decades ago, all is lost.

BENNIE COTTON

Orange, Texas

Sirs:

We can buy temporary friends with Marshall aid, but how many big bombers and well-situated air bases and atomic bombs and jet fighters and radar networks would the money spent in Europe since 1945 have bought us? Which seems more important right now—that the kiddies on the streets of Rome and politicians in Paris think well of us, or that our 20 largest cities be ringed with radar and jet fighters?

FRANKLIN R. HYDE

Pierre, S. Dak.

Sirs:

I agree with Hoover and Kennedy. But we should abandon not only Europe but the U.S. East Coast as well. I'm a Californian, and I see no reason for defending the East Coast; after all it's full of Catholics, Jews, Protestants and people, which are of doubtful character, not to mention people of dark or yellow skin. With this plan we wouldn't even have to defend California, only Los Angeles. I'm now working on a plan to abandon Los Angeles and defend only my own home.

WARREN A. RUSH

Santa Monica, Calif.

SPEAKING OF PICTURES

Sirs:

Congratulations on your spread on Photographer Philippe Halsman (Speaking of Pictures, LIFE, Jan. 8). He is the most intelligent user of a camera in many a year and has a sense of humor in addition to his good taste.

ERNEST R. GROSS

Los Angeles, Calif.

Sirs:

Halsman's picture of the lower part of a nude figure is degrading to the feminine sex. I hope ladies' hats will not call for such advertising in the future. I prefer spring hats shown on the head.

MRS. H. R. FRIESE

Berwyn, Ill.

Sirs:

In the picture captioned, "... Halsman pauses to dance with grotesquely gnarled tree," we thought we recognized a favorite landmark, "The Old Man of the Swamp," located on Dune Road at Quogue, Long Island. Did we?

KENNETH E. SCHLESIER

Glen Ridge, N. J.

● Yes. Here he is.—ED.



OLD MAN OF THE SWAMP

TOOTH DECAY

Sirs:

The article, "Tooth Decay" (LIFE, Jan. 8), is excellent pictorially and presents a number of arresting facts.

However, tooth decay is not a "product of civilization." The Rhodesian man, whose skeleton is estimated to be 100,000 to 500,000 years old, shows ten carious teeth out of the sixteen preserved.

ROBERT C. HOCKETT

New York, N. Y.

AMERICA'S CHINESE

Sirs:

"America's Chinese" (LIFE, Jan. 8), about New York's Chinatown, is one of the most thrilling and touching stories that I have ever read.

SOU CHAN

New York, N. Y.

CONTINUED ON PAGE 3

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DUTCH GIRL, IN WHITE, H. MEER, 1666-1688



PEARS WITH PENTER, L. LUCIOLI, 1900



JOHN BROWN, J. S. CURRY, 1897-1946

Twenty-four OF THE FINEST 20TH-CENTURY AMERICAN PAINTINGS

Reproduced in miniature by The Metropolitan Museum of Art

This striking set is an example of one of the most exciting developments in art education — both for adults and young people — ever undertaken. For more than two years The Metropolitan Museum of Art, in New York, has been making fine Miniatures, in full color, of its most famous works of art. So far it has completed over 380.

With each set of 24, it provides an Album in which the Miniatures can be affixed in given spaces; and under each one you find fascinating information about what is pictured.

Thus each Album, with its Miniatures, is like a guided visit through the Museum under the instruction of an expert — with the advantage that the Albums become treasured possessions, to be referred to whenever the spirit moves. In fact, the Museum's objective is to enable collectors, in time, to have a "complete Museum of Art in miniature in the home."

Short of guided visits in the Museum itself, under instruction and over a long period, no more thorough and no more interesting way has ever been devised of providing a complete education in the entire history of art.

IF YOU WOULD LIKE SUCCEEDING SERIES — simply indicate your wishes on the coupon. The Museum has in preparation sets of Miniatures (24 each, with Album) on the following subjects: Chinese Art, French Art of the 19th Century, Arts of Ancient Rome, Arts of the Renaissance, Arts of Flanders, Two Centuries of American Painting. Each set sells for \$1 with Album. Your subscription is cancellable at your pleasure, at any time.

PRICE FOR THE FULL SERIES [with album] **\$1.00**



ROASTING EARS, T. N. BENTON, 1939

ALL MINIATURES ARE OF THIS SIZE — IN FULL COLOR

THIS PROJECT was first begun by The Metropolitan Museum of Art, experimentally, in December, 1947. The Museum found itself unequipped to handle the details involved, and therefore requested the Book-of-the-Month Club, of New York, to act as its national distributor. The selection of subjects and the preparation of the color prints remain wholly under the supervision of the Museum. All matters having to do with distribution are handled by the Book-of-the-Month Club.

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for finer flavor !

LETTERS TO THE EDITORS CONTINUED

Sirs:

In mentioning the Hip Sing Tong you say that "Kwan Kung founded the tong 10 centuries ago."

In *The Barbary Coast*, Herbert Asbury states that tongs "are as American as chop suey. Like that dish, they are unknown in China. The first tongs were organized about 1860 by the Chinese in the California gold fields as mutual benefit associations."

E. R. KRAUSE

San Jose, Calif.

● U.S. tongs derive from China's ancient family associations or brotherhoods. The first of them was formed in Second Century China by Kwan Kung, bean-curd seller, scholar, later God of War, who joined with two friends in a successful revolt against a corrupt government.—ED.

MR. ZOO

Sirs:

The group of primates in "Mr. Zoo" (*LIFE*, Jan. 8) is your Picture of the Year. Scientists venture that the human family will not survive this atomic age. But hold: the gleam in the eyes of those primitives gives one faith that presently there would develop another race of men of higher intelligence.

CLINT BARR

Eagle Rock, Calif.

Sirs:

Why did the St. Louis zookeepers have to forcibly feed their python for 13 years?

Mrs. R. D. MILLER

New York, N.Y.

● Pythons and other snakes often refuse to eat in captivity because they are accustomed to feeding on animals that are in motion. Ground meat, fed them in zoos, either bores or confuses them, no one knows which.—ED.

STONE OF SCONE

Sirs:

My answer to the mystery ("Where Is the Stone of Scone?" *LIFE*, Jan. 8):

*Scots Wha' Ha'e W! Wallace bled,
Scots Wha' Ha'e Rocks i' your head;
Ne'er ye'll find the Stone of Scone:
It's vanish'd wi' Brigadoon. . .*

JACK GREINARD

Grosse Pointe, Mich.

BAKED BIRDS

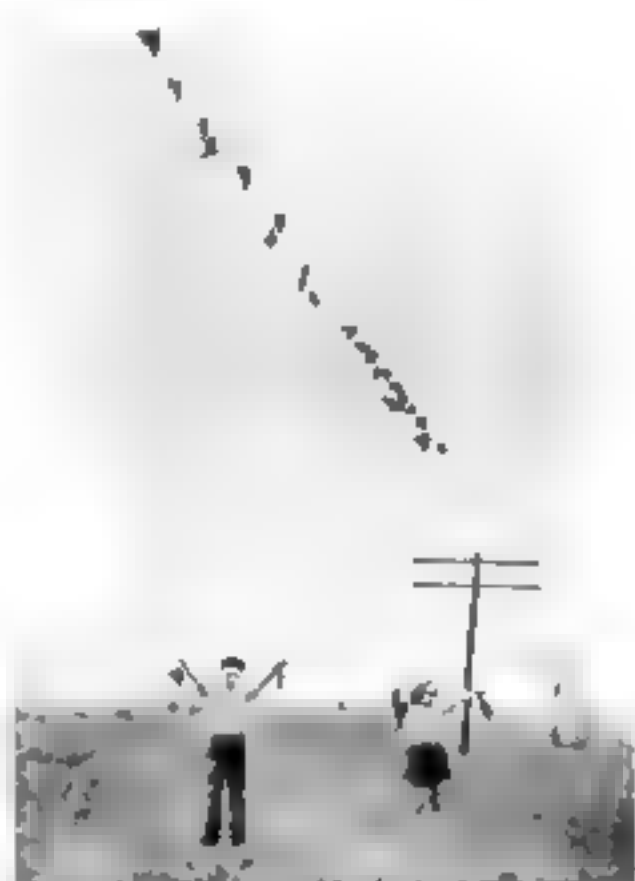
Sirs:

There is another way that death may have occurred to Kentucky's electrocuted starlings ("Baked Birds on a Wire," *LIFE*, Jan. 8).

In Illinois during a storm near Okawville last summer 200 starlings were swaying in the rain waiting for the blow to subside when two of them reached across from adjoining wires and touched beaks. This caused a short circuit and the flock was fried.

WILLIAM P. MOLONEY

Springfield, Ill.



ILLINOIS' FRIED STARLINGS

CHARIVARI

Sirs:

In your article, "Life Goes to a Charivari" (Jan. 8), you led me to believe that only the Midwest has such a custom. My home town of Woodbury, Conn. also has it. We call it "calithumping." We have used dynamite and had the state police in utter confusion. We also claim the world's record: one couple was calithumped 25 straight nights because they would not hand out cigars or refreshments.

HAROLD E. TRAYER JR.

Hartford, Conn.

Please send **LIFE**



to _____ name _____
address _____
city _____ zone _____ state _____

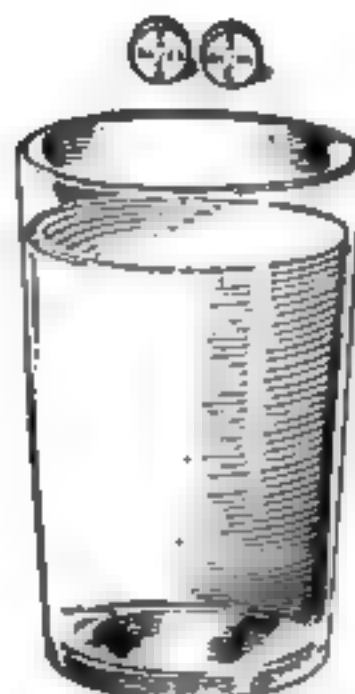
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L-1-29

Here's Why You Need Bayer Aspirin When You Have A Cold —to Feel Better Fast!

At the first sign of a cold—before you do anything else—take two BAYER ASPIRIN tablets with a full glass of water. Here's why:



When you have a cold, it's almost invariably accompanied by a headachy, feverish feeling and muscular aches and pains. And it's very important to your well being that you treat these distressing symptoms with a medication that will relieve them... relieve them quickly. By taking BAYER ASPIRIN at the first sign of a cold, you'll get this important relief.

No matter how you try to stop or shorten a cold, we believe that your own doctor will tell you that this is sound advice.

FEEL BETTER FAST

And when you use BAYER ASPIRIN, you'll discover why millions have followed this advice with remarkable results. For BAYER ASPIRIN works fast. It's actually ready to go to work in two seconds. And this is one reason why it brings you amazingly quick relief from these painful cold symptoms.

This two second speed is something you can see with your own eyes by dropping a BAYER ASPIRIN tablet in a glass of water and "clocking" its disintegration.

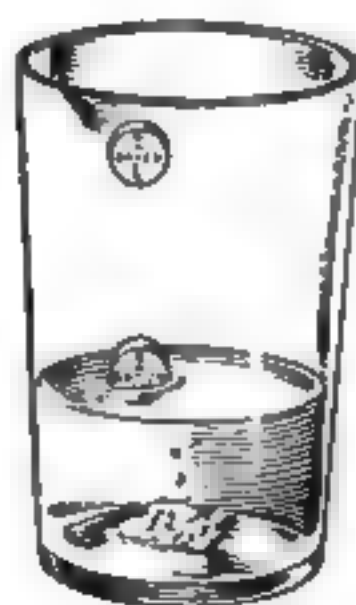


WHAT TO DO FOR SORE THROAT

When your cold causes a sore throat, gargle with three BAYER ASPIRIN tablets dissolved in one-third of a glass of water. This makes a highly potent medicinal gargle that almost instantly soothes tender throat membranes, relieves pain and irritation.

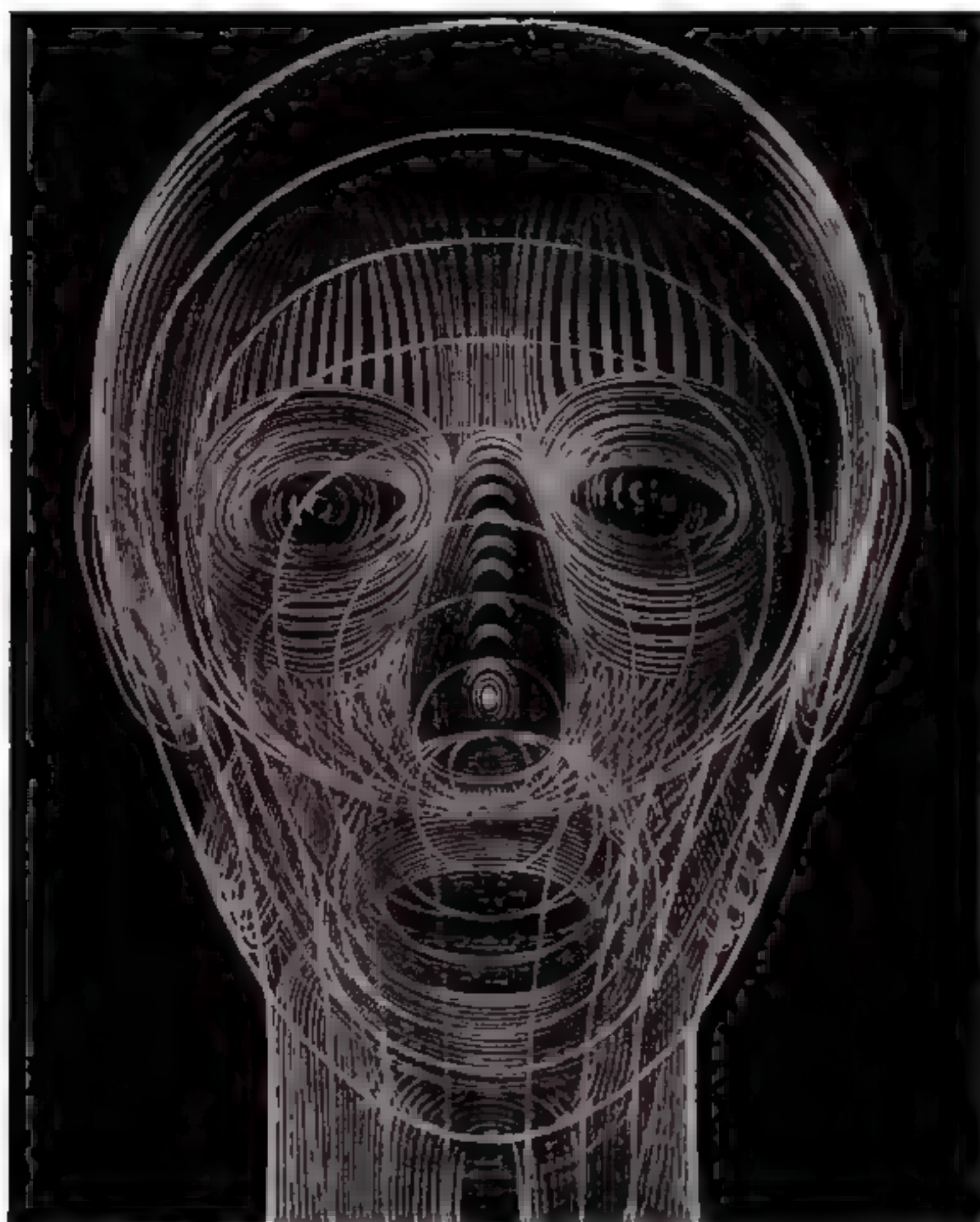
Besides being effective, BAYER ASPIRIN is also gentle. Its single active ingredient is so gentle to the system that doctors regularly prescribe it even for small children.

Keep BAYER ASPIRIN handy. When you buy, be sure to ask for it by its full name—Bayer Aspirin—not just for "Aspirin" alone.

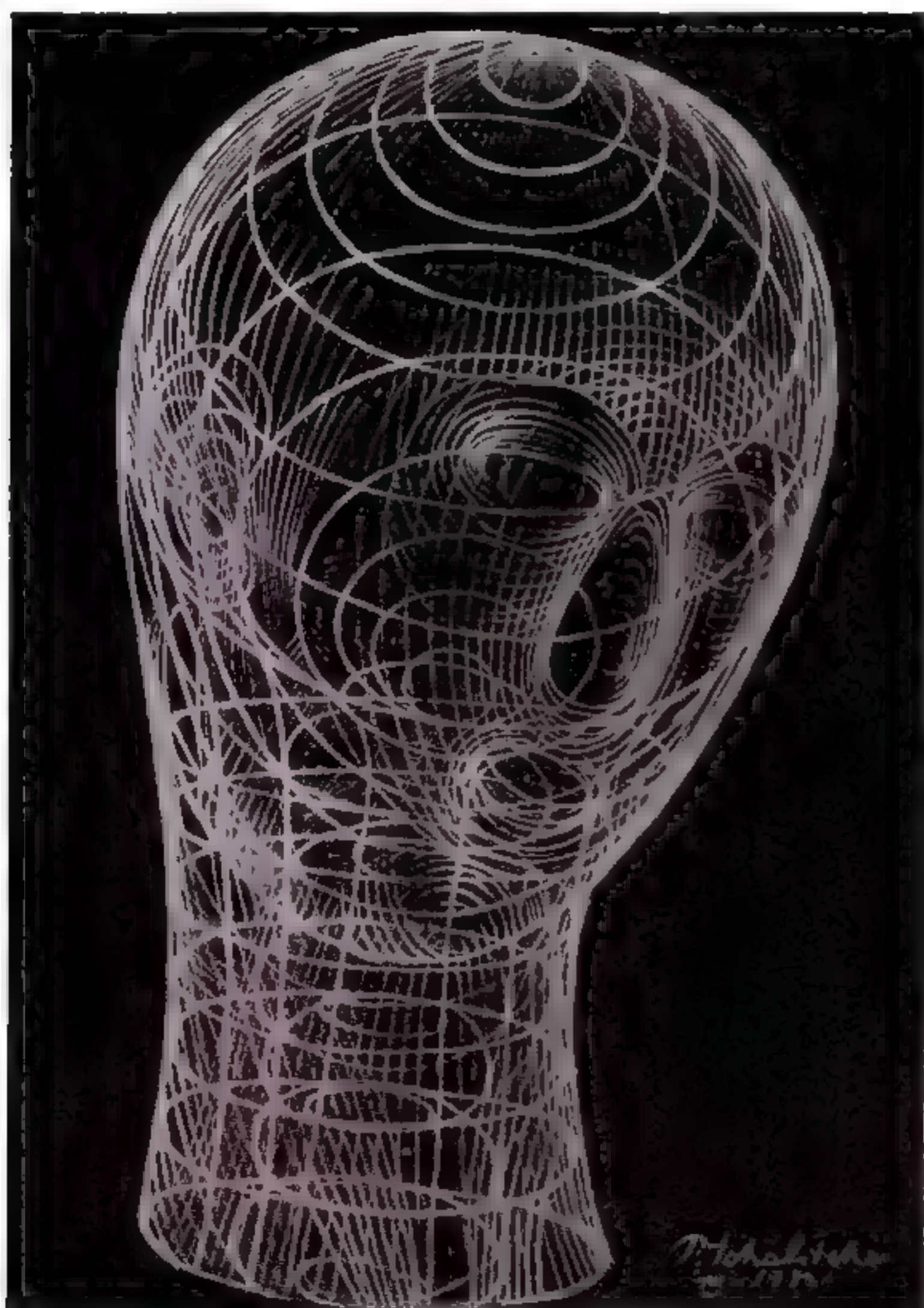


Because no other pain reliever can match its record of use by millions of normal people, without ill effect, one thing you can take with complete confidence is genuine

BAYER ASPIRIN



Interior landscape with muscles



Interior landscape with trachea

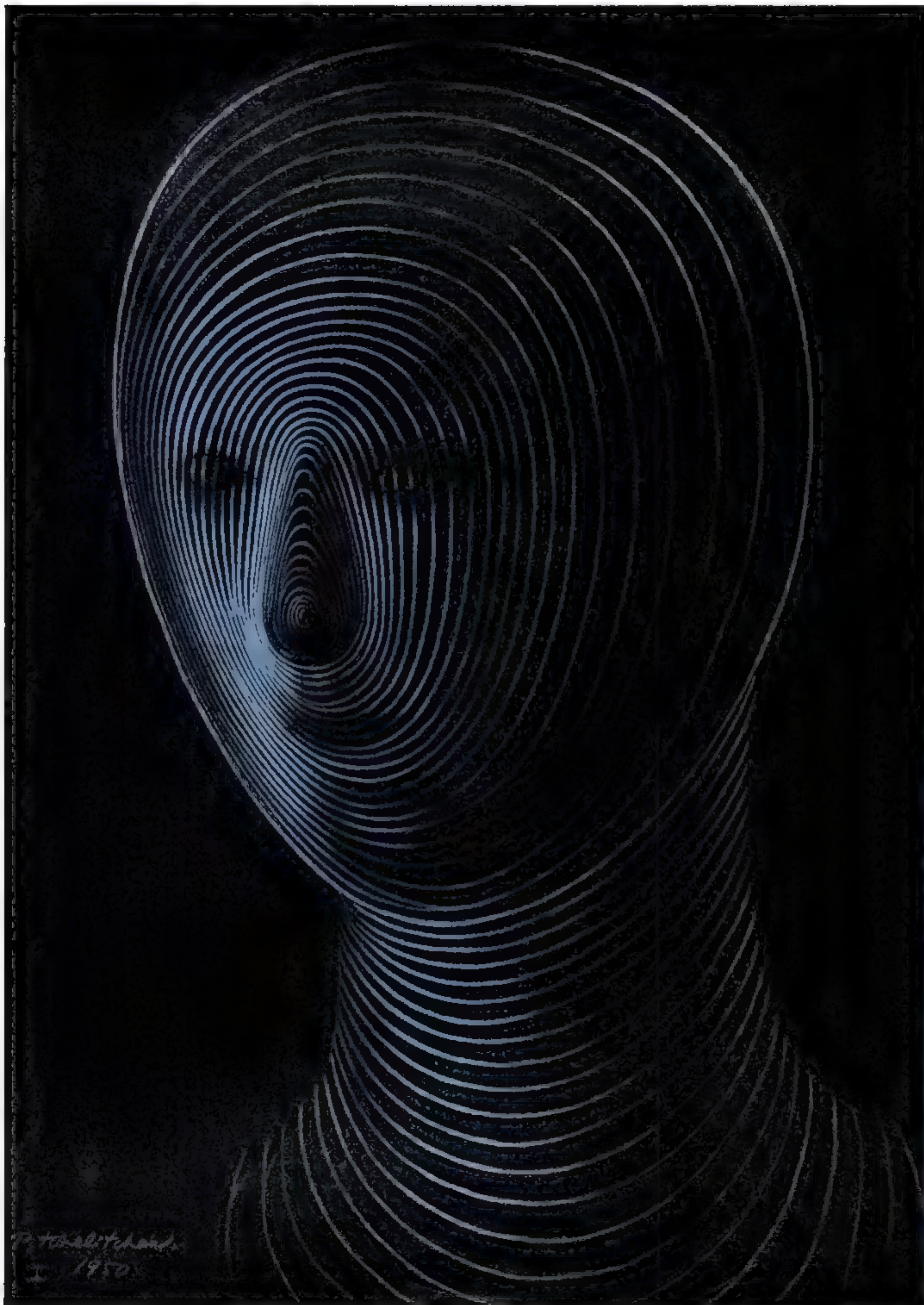


Landscapist Tchelitchev

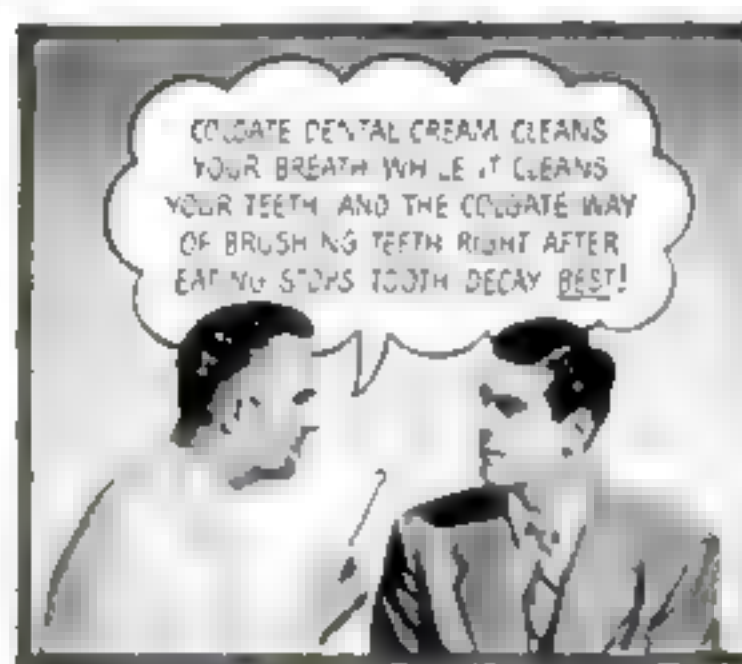
SPEAKING OF PICTURES . . .

... Russian portrait painter draws "interior landscapes" of the head

The odd, transparent heads on these pages are the work of Pavel Tchelitchev (pronounced Chel-ee'-cheff), a Russian-born artist who has earned fame and a tidy livelihood with his more opaque portrait heads of international socialites. Now in an exhibition in New York City, the drawings are the climax of a voluminous series of anatomical sketches which their creator calls "interior landscapes." Tchelitchev began them eight years ago when he launched into an intense study of anatomy, turning out an array of X-ray views which show both the inside and the outside of the head at the same time. With a refined system of circles and ovals, Tchelitchev reduced such complex features as the trachea, spinal column and the intricate network of facial muscles to spheroidal patterns of lines, in which front and back views were fused together (*left*). Then, plunging further, Tchelitchev eliminated the interior anatomy altogether, resolving the head into a rhythmical sequence of ellipses which seemed to move in and out like sound waves (*opposite page*). The artist admits that he is producing neither exact anatomy nor fashionable portraiture, but he thinks he is reaching into something he calls "rhythmical time" and is on his way to depicting the fourth dimension.



Head in a state of rhythm



LATER—Thanks to Colgate Dental Cream



READER'S DIGEST* Reported The Same Research Which Proves That Brushing Teeth Right After Eating with

COLGATE DENTAL CREAM STOPS TOOTH DECAY BEST

MOST THOROUGHLY PROVED AND ACCEPTED HOME METHOD OF ORAL HYGIENE KNOWN TODAY!

Reader's Digest recently reported the very same research which proves that the Colgate way of brushing teeth right after eating stops tooth decay best! The most thoroughly proved and accepted home method of oral hygiene known today!

Yes, and 2 years' research showed that the Colgate way stopped *more* decay for *more* people than ever before reported in dentifrice history! No other toothpaste or powder—ammoniated or not—offers such proof—the most conclusive proof ever reported for a dentifrice of any type!

- Use Colgate Dental Cream
- ✓ To Clean Your Breath
 - ✓ While You Clean Your Teeth—
 - ✓ And Help Stop Tooth Decay!

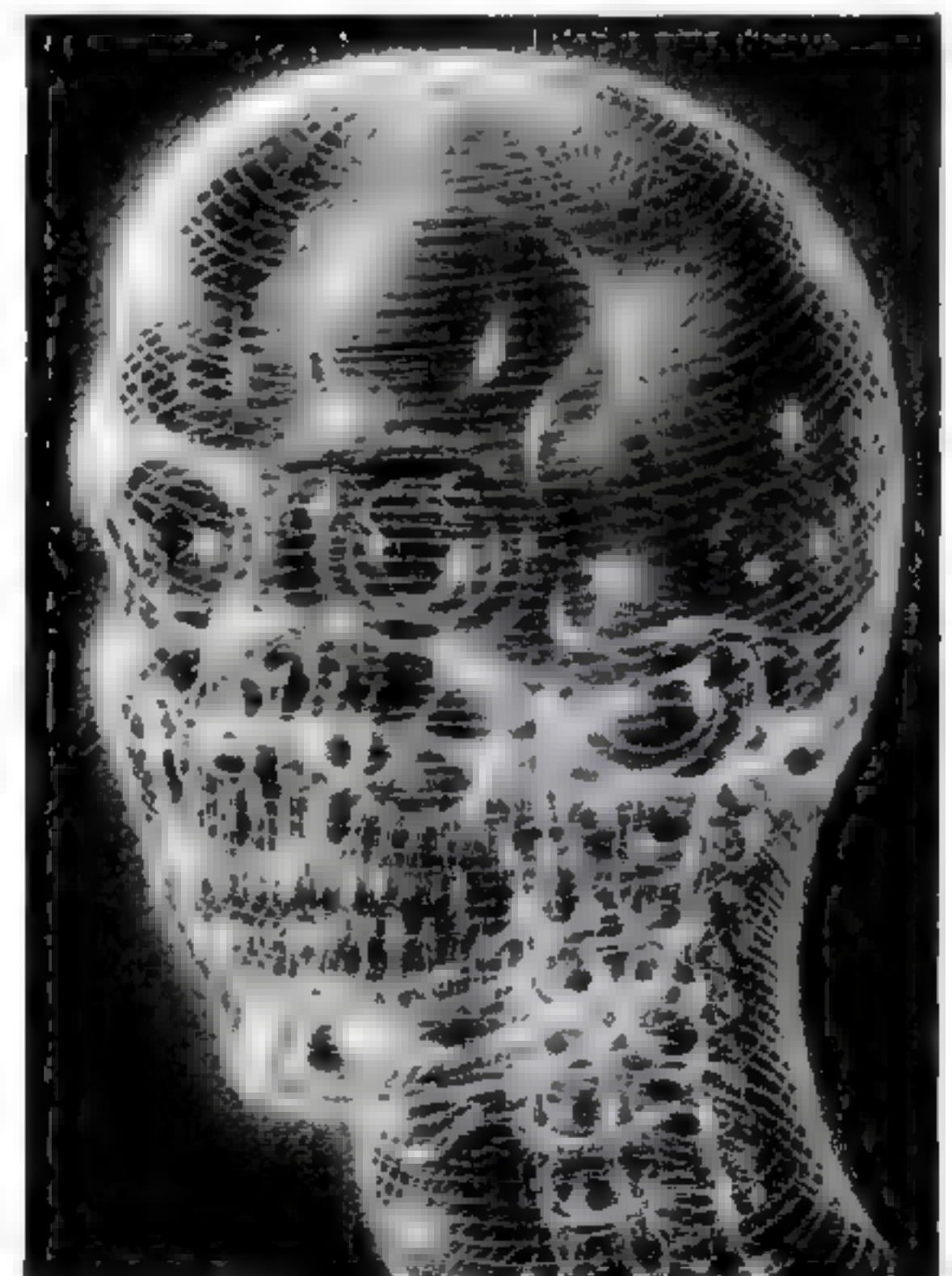


***YOU SHOULD KNOW!** Colgate's, while not mentioned by name, was the one and only toothpaste used in the scientific research on tooth decay recently reported in Reader's Digest.

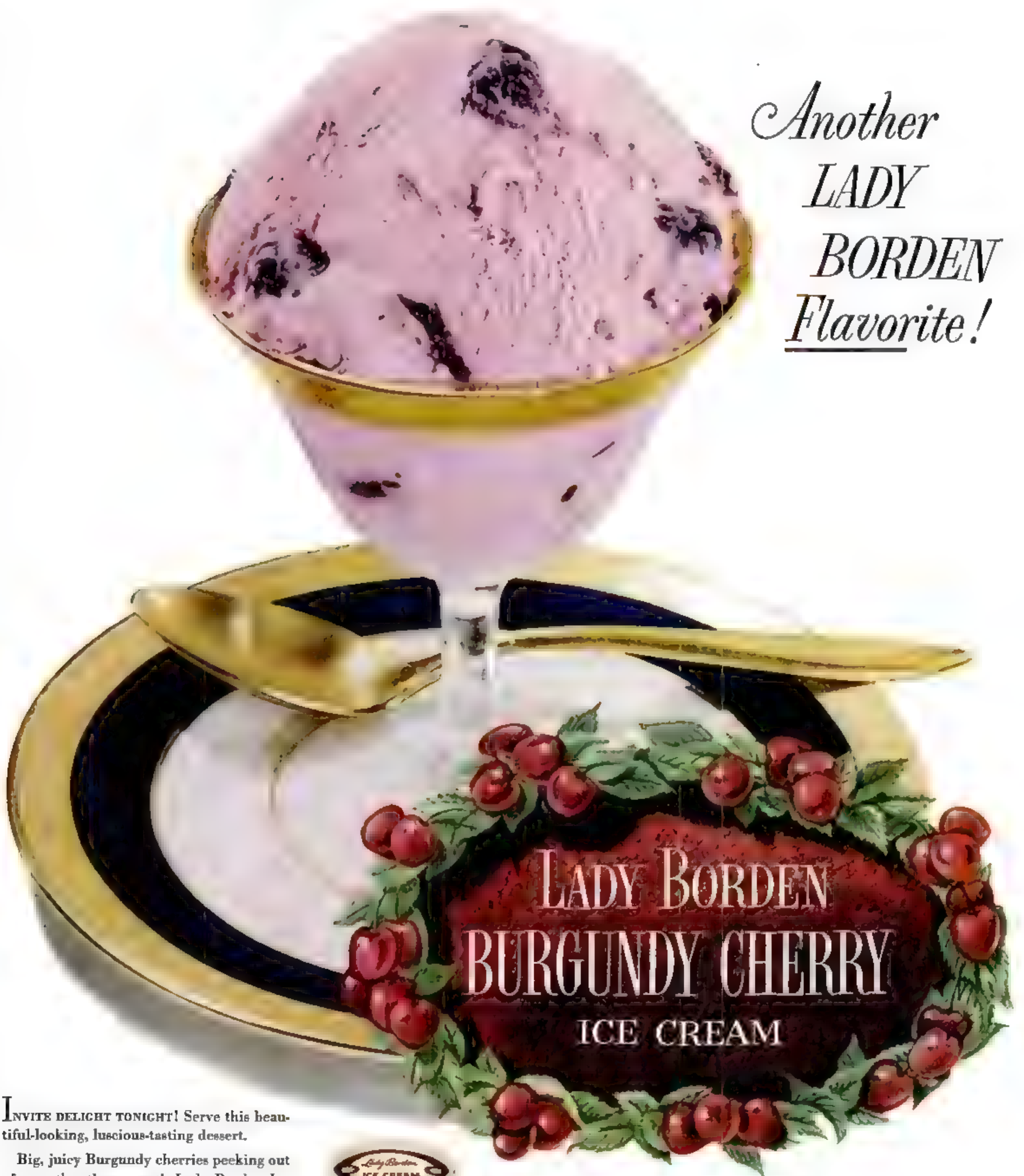


HE DRAWS LUMINOUS BONES

In his youth, as an art student in Moscow, Tchelitchev signed up for a class in anatomy, fainted away on the first day and never went back. Since then, relying on the less frightening source of textbooks, he has produced such meticulous anatomical studies as the picture above. Describing the anatomy as a "crystal jungle," he made the head structure appear as lustrous and transparent as crystal. Later he eliminated many of the intricate interior features, enveloping the head in a series of spirals which encompass a strange galaxy of luminous bones (*below*).



*Another
LADY
BORDEN
Favorite!*



INVITE DELIGHT TONIGHT! Serve this beautiful-looking, luscious-tasting dessert.

Big, juicy Burgundy cherries peeking out of smoother-than-smooth Lady Borden Ice Cream.

You'll find all your favorite Lady Borden flavors, including chocolate, vanilla and strawberry in the round, Burgundy-colored package, wherever you see the Borden Ice Cream sign.



IF IT'S BORDEN'S, IT'S GOT TO BE GOOD!

A NEW "ROCKET"

is ready for Launching



Watch for the Date!

OLDSMOBILE



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LIFE'S COVER

"I don't want to be known as someone who dabbles in millions of things. I want to be an actress," says 19-year-old Betsy von Furstenberg. Nevertheless Betsy has dabbled in Continental society as the belle of many parties in Rome and Paris—and she is better than average at swimming, ice skating, sketching and riding. Since her Broadway debut in *Second Threshold* (pp. 53-59) her theatrical future looks bright. She has blue eyes, honey-blond hair and the invaluable gift, when she steps on stage, of drawing attention instantly to herself.



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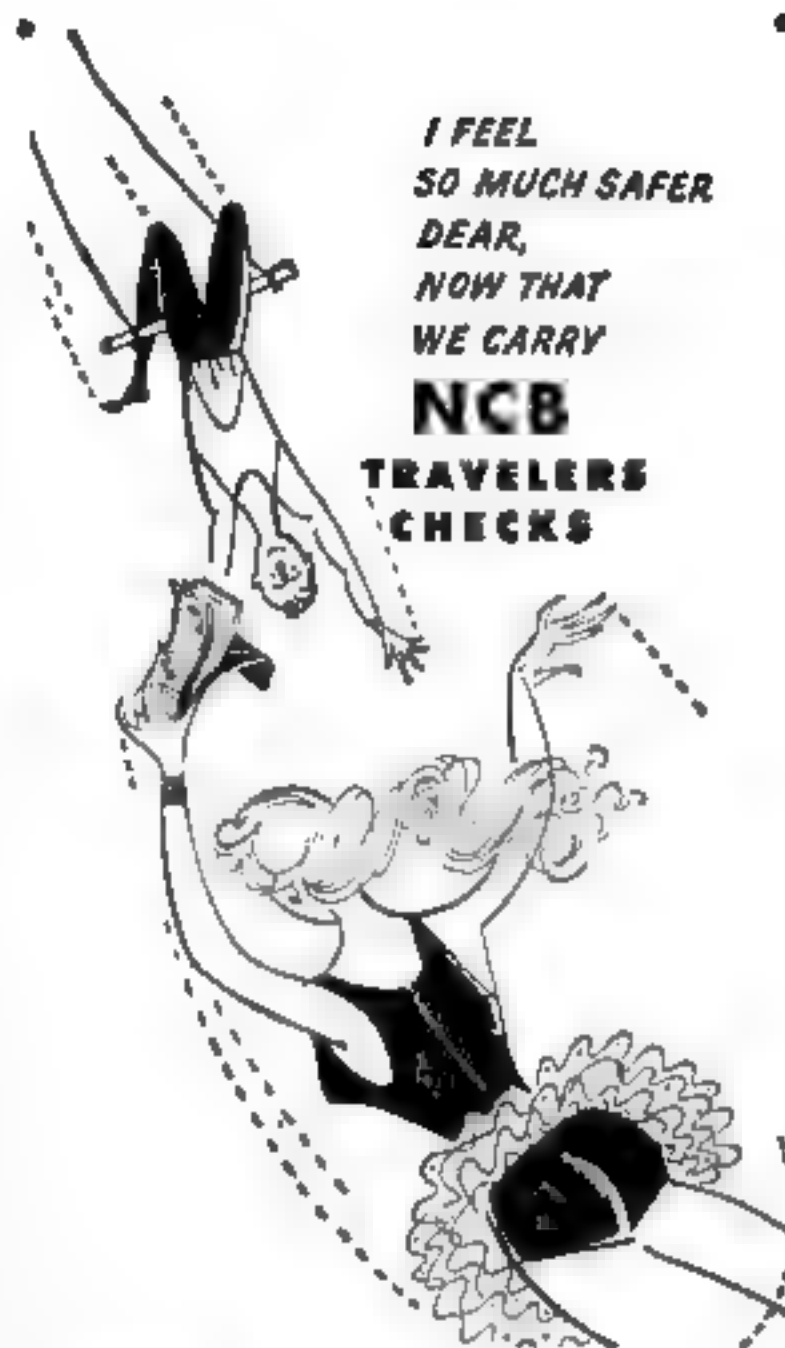
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BROMO-SELTZER

3 shapes! 3 sizes! All flesh-colored!

New BAND-AID* ELASTIC DRESSINGS!

Big news for little injuries! 3 new *elastic* dressings that stay in place without binding! You can bend, twist, turn because these new BAND-AID* Dressings *stretch* when you move! They come in 3 different shapes and sizes, fit anywhere! Be sure to try all three!



Strip

1. Stretches with knees and elbows!

BAND-AID* Strip Dressing brings wonderful new comfort to injured joints! Lets them move freely, without binding. Stays put on hard-to-bandage places like knees, elbows, knuckles. Adjusts easily to every movement! Familiar oblong shape.



Patch

2. Shapes itself to hands and heels!

BAND-AID* Patch Dressing seals around the edge to keep out dirt and moisture! So perfect for hard-to-bandage injuries like boils, blisters and scalp wounds! So convenient for hard-to-bandage places like hands and heels!



Spot

3. Inconspicuous on arm or face!

BAND-AID* Spot Dressing is a circle so small, it fits into a baby's palm! Flesh-colored like the others, Spot Dressing is a new kind of protection for tiny injuries on face, neck, shoulder, knuckle. Seals all around, scarcely shows!



**BAND-AID
ELASTIC
ADHESIVE BANDAGE**

**BAND-AID
PATCH
DRESSING**



**BAND-AID
SPOT
DRESSING**

Patch & Spot Dressings packed together in new, flat box

All 3 have these advantages . . .

- They fit better because they stretch
- More comfortable
- Stay put without binding
- Individually wrapped
- 100% sterile
- Waterproof
- Flesh-colored, inconspicuous

*BAND-AID means MADE BY

Johnson & Johnson

TATTOO LEGEND that he had stenciled on fingers in reformatory tells Cook's self-praising philosophy. Girls never liked him; he won respect of males only with his fists.



THE KID WITH THE BAD EYE



AT 18 bold faced Cook was booked into Missouri's Intermediate Reformatory.

He was born in penury, with a deformed right eye, blind which, even after a charity operation, would make him sleep all his life with one eye open. He began to hate people early. After his mother died, his father abandoned him and his seven brothers and sisters in a mine cave near Joplin, Mo., their home. When child-welfare authorities put them out for adoption, no one wanted the resentful, squint-eyed 5-year-old. A woman agreed to board him at county expense; later he said that on two Christmases she bought him the bicycle he wanted, then let it go back rather than pay the instalments. When subsequent guardians found him too uncontrollable to house, he morosely chose to go to a reformatory where he had his life motto tattooed on his fingers (above). Later an older sister took him into her home. He was 14 and brimming with bitterness. He robbed a cab driver of \$11. For this he went back to the

reformatory, escaped, tried to steal a car and got another five years. He proved so unruly a prisoner that he was graduated to the state penitentiary. There they booked him: William E. Cook Jr., 18 years old, 5 feet 4½ inches tall, brown hair, intelligence quotient: 91 (just a little below average).

His sentence finally served, he looked up his father, told him, "I am gonna live by the gun and roam." He went to Blythe, Calif., made a few dollars slinging hash, then started to roam. 23 years old and suddenly sure the world owed him plenty. In Lubbock, Texas he hitchhiked a ride from a mechanic bound for Oklahoma, then robbed his benefactor near Luther and took over the car. It broke down. He needed another for now they'd be after him once more. As he stood beside the empty highway, a car came along and he stopped it at gun's point. But in it were a family of five. How was he going to get rid of them?



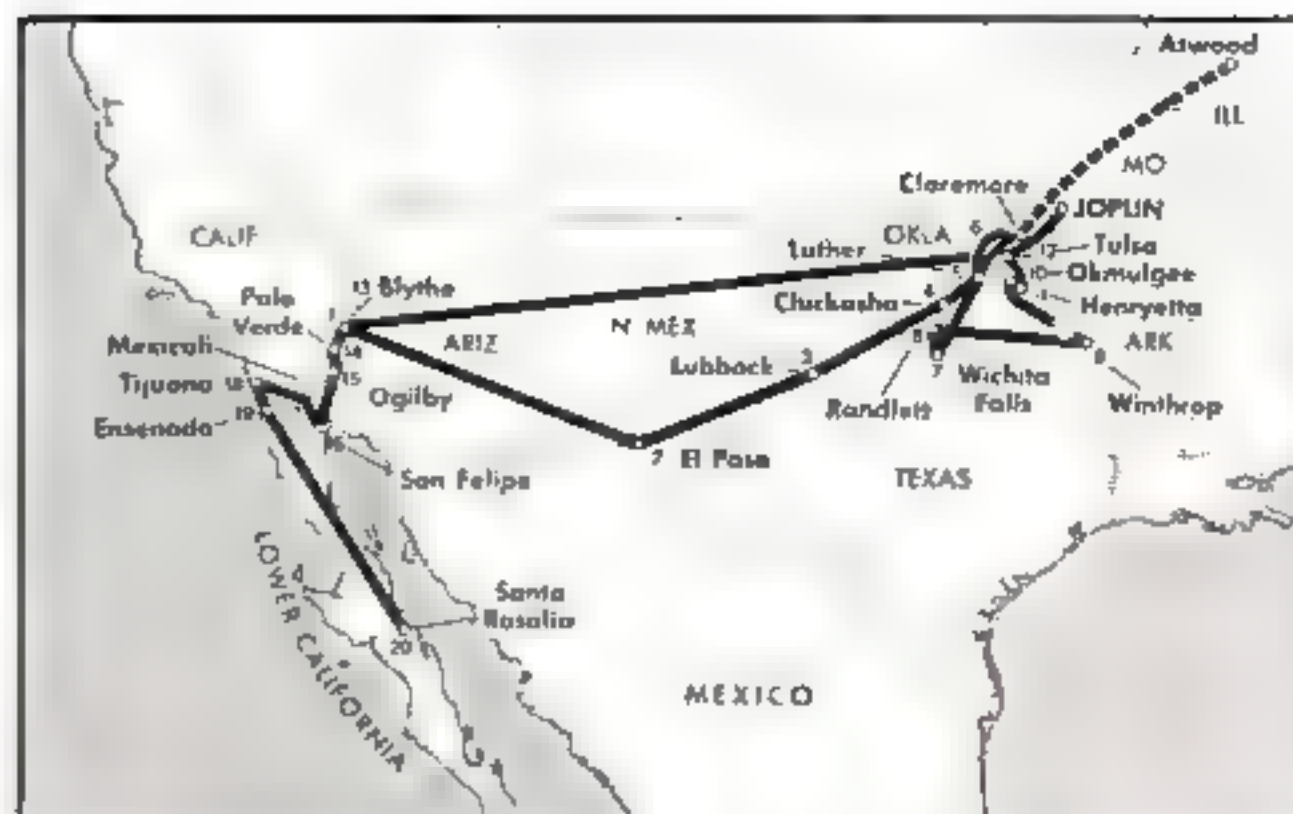
THE FAMILY in the car was that of Carl Mosser, 33, a farmer from Atwood, Ill., driving south with his wife Thelma, 29, and their three small children.



THEIR HOME was this farmhouse where Mosser, respected as a hard-working, friendly man, raised corn and oats on 160 acres, was saving a little money.



THEIR CAR was a dark blue 1949 Chevrolet sedan, which was ideal from Cook's criminal viewpoint since it is widely used make and of unobtrusive color.



COOK'S MURDER TOUR is shown numerically, beginning at Blythe, to which he returned. The broken line: Mossers' route until they met Cook.

THE 72-HOUR NIGHTMARE AND HOW IT ENDED

Carl Mosser and his family had left their Illinois home a few days after Christmas to visit friends and his brother in New Mexico. When Cook forced his way into their crowded car three days of nightmare began. He did not dare set them free, could not bring himself to kill them. They drove back and forth through four states (points 5 through 12 on map above), stopping occasionally for gas or food. Once, at the filling-station grocery of E. O. Cornwall in Wichita Falls, Cook forced Mosser into the store with him and Mosser got a chance to jump his captor. "Help me!" he cried, pinning Cook's arms. "He's going to kill me and take my wife!" But the elderly grocer mistook this for a mere scuffle, seized his gun and forced both men out of the



UNALERT GROCER CORNWALL EXHIBITS HIS .44

store. Two nights later Cook reached a decision.

In a savagely symbolic and probably unconscious gesture of revenge on the family life he himself had never had, he drove the Mossers toward his former home town of Joplin. When the children began to cry and Mrs. Mosser grew hysterical he tied and gagged them. Mosser, driving hurriedly, stopped the car and Cook deliberately began shooting one after the other. He threw the bodies down a mine shaft within the Joplin city limits. Two days after the riddled, bloody car, still containing the children's Christmas-given Hopalong Cassidy hats, was found near Tulsa. Governors asked all citizens to search their property foot by foot for clues to the missing family; Mosser's twin (opposite page) got an Army leave so he could use his resemblance to his brother to jog the memories of those who might have seen him. Through a patchwork of reports Cook was identified as the



TEXAS RANGER QUESTIONS BOY WHO "SAW" COOK

kidnap. Now people "saw" him everywhere and some really had; Texas rangers and police of 10 other states fervently checked each lead. Repeated efforts to reconstruct Cook's movements were made. Then someone remembered that when he was in reform school he had threatened to throw another boy down a mine shaft. A search of the Joplin mine area began and the Mossers were soon found. First to be removed from the shaft was 3-year-old Pamela Sue. Then Ronald, 7, then 5-year-old Gary and finally Thelma and Carl Mosser. Under their bodies was their little white dog, killed with his master and mistress. Cook, now a careening, unpredictable bundle of hate and fear, had long since thumbed his way back to Blythe, Calif.



JOPLIN FACES REFLECT WHAT WAS IN THE PIT



SMALL CROWD, which grew rapidly larger as the news spread, gathered at the break mine shaft where the bodies were found. This is less than two miles from

the tar paper shack of Cook's father. A Joplin fireman wearing a mask against the shaft's poisonous gases, was lowered into it to recover the five bodies.



THE SHAFT that held the pathetic corpses of the Mosser family was 50 feet deep and contained about 15 feet of water. Even the children had been gagged

and trussed before they were murdered. Mosser was found to have torn his hands loose from his bonds, evidently in a last-minute lunge before he was shot.



KILLER'S FATHER, 72, made a radio appeal to his son to surrender himself, philosophized after his capture, "You never know where they will end up."



VICTIM'S TWIN BROTHER, Chris, a lieutenant at Albuquerque whom Carl would have visited, is shown at funeral home where he identified bodies.

HE KILLED ONE MORE AND KIDNAPED THREE BEFORE THEY GOT HIM



LUCKY DEPUTY Homer Waldrip, here with his wife, went to the home of Cook's friend near Blythe, was confronted by Cook himself, who kidnaped him and left him tied up in desert instead of killing him.



SIXTH VICTIM was Robert Dewey, Seattle salesman and ex-GI, whose car Cook stopped, probably with deputy's car. He killed Dewey, took car.



CIRCULARS on Cook were posted through the Southwest and Mexico (above). Dewey's murder spread panic. Citizens avoided lonely roads, "recognized" Cook from Albuquerque to Los Angeles, where for two days police averaged a phone tip every four minutes.



UNWILLING COMPANIONS were Campers Forrest Damron (right) and James Burke, who picked up Cook below border, were his prisoners eight days. At night they did not dare jump him; since one eye was always open, they could not tell when he was asleep.



MINE OFFICIAL Xavier Gonzalez (right), driving north, met Cook and campers, hailed them. In remote Lower California he had not heard news.



NERVY CHIEF OF POLICE, F. Kraus Morales of Tijuana, Mexico, was tipped to the whereabouts of Cook by Gonzalez when latter saw his picture in the papers. Morales and deputy started south in plane.



COOK'S ARSENAL was captured with him when Morales, after inspecting towns from the air, landed at Santa Rosalia, saw him in car, arrested him.



PLEASED THROG watched Cook's "extradition" at Tijuana. Since the U.S. has no extradition treaty with Mexico, he simply was pushed over the border as an undesirable alien—and into U.S. hands.



FIVE VAULTS for the five coffins of the Mosser family are lined up in the small cemetery near Atwood where they were buried last week. A mass grave for the entire family is being dug by the workmen in the background. Hundreds of friends attended the funeral.



"SECRETARY DOUGLAS"

Why are you buying so much, New York?

The headline reproduced above appeared in New York newspapers last week over an advertisement put out by Macy's department store. Macy's said in the text of the advertisement that New Yorkers are buying about 25% more goods in department stores than they were at this time last year, and concluded that folks are heading into another spell of "fear-buying." Hoarding, in other words. Rightly deploring this, Macy's went on to say:

"We suggest a simple rule you can follow to protect yourself and your family and the national interest.

"Buy nothing out of fear.

"Buy only what you need or can use.

"But don't buy one *extra* thing because of 'what might happen.'

"There are goods enough to satisfy our needs.

"But there can never be goods enough to satisfy our fears."

This is splendid advice for the whole country, and that is why we are quoting the advertisement. We only wish we could buy a full page in *Pravda* and reproduce the advertisement there. Wonder what Stalin & Co. would make of this example of "predatory" capitalism in action? Evidence that Americans are buying out of fear would suit the Moscow boys fine, of course. But they would hardly know what to say about a capitalist exploiter who, in "the national interest," asks his customers please to go away and not buy so much.

Well done, Macy's!

"If Acheson goes, who would you put in his place?" is a question to which there have been no satisfactory answers. Those who object to the present Secretary of State tend to gape, gurggle and give up when the question is asked.

There is a satisfactory answer to the question. An excellent Secretary of State is at hand any time the President wants to admit the Acheson mistake and get somebody else.

Senator Paul Douglas of Illinois is the man.

Here is an honest man, a man whose honesty is believed in.

Here is a man with a policy.

In the best contribution yet made to "the Great Debate," Senator Douglas spelled out his policy in a speech on Jan. 15.

It is a strong policy. A policy of conviction. A policy of hope. A policy which seeks

peace but is unafraid of war. A policy which recognizes the importance of Europe and Asia. A policy which rises from and would make the fullest use of America's power, including our atomic power. A policy which cuts through the satellite screen and brings our power to bear against our real enemies, the Stalinists of Moscow. A policy which implicitly rejects the Acheson myth of "coexistence" with the Communist evil, and explicitly holds that we can "defeat Russian Communism."

Senator Douglas is a "liberal" in the very finest sense. And he is a Democrat.

The President will doubtless continue to find some excuse for keeping Dean Acheson. With Senator Douglas around, the excuse cannot be that there is no one else to put in the job.

SPEAKING OF SPAIN

A Republican senator, Styles Bridges of New Hampshire, also made a good speech on Jan. 15. His main point was:

"America is fighting World War III today—now! Make no mistake. And not one of America's leaders has dared to tell the people this simple truth—a truth so evident that the people can see it for themselves. . . . When a nation engages in war, its foreign policy is replaced by its strategic concept of how to gain the victory. Our debate is not with regard to policy. The issue is one of

strategy. It is not how to prevent war. It is how to win that war."

One way to win that war, both Senator Bridges and Senator Douglas suggested, is to welcome the help of those who want to resist Soviet Communism. Spain wants to, among others, and LIFE subscribes to what Senator Bridges said on this score:

"We have at last returned our Ambassador to Madrid. Now, let us be consistent: let us invite Spain with her anti-Communist army to join our war."

A DEBASED BUDGET

Mr. Truman, who does have something of a head for figures, has dared critics to try and cut his brand-new budget. In briefing the reporters, he remarked that when people make wild statements about how many billions they can save out of the budget you can be morally certain they don't know anything about the figures. He would like his critics, he added, to know half as much about the figures as he did. Well, Mr. Truman was safe enough on that one. The budget of the U.S. is so vast and so complicated that no critic on the outside looking in can have a thorough grasp of its detail. Senator Byrd, a dedicated student of budgets, has said that this new budget can be cut by \$7 billion. But even Senator Byrd might agree that he would have to be the President himself to judge with certainty just how much can be cut.

The real trouble with Mr. Truman's budget is not in the arithmetic—the totals add up all right—but in the attitude of the Administration. It is an attitude of political dissimulation, an attitude which debases and weakens the President's call for extraordinary effort to meet extraordinary necessities. Under the cloak of imperative need Mr. Truman proceeds once again to put forward

a thoroughly discredited political program. For example, the taxpayer is told that new "direct payments to producers" of farm commodities are among the necessities of the times. In other words the Brannan plan, which was repudiated by nearly every Democratic candidate at the last election, now turns up in uniform. Health insurance is also considered necessary to the nation's defense, and Mr. Truman proposes a "small payroll tax of one fourth of 1% . . . to provide for initial expenses." It is deceptive to call anything about this budget or about Mr. Truman's call for a huge over-all tax increase "small." A big budget and a big tax increase are certainly in order—all the American people ask is that they not be kidded in the process.

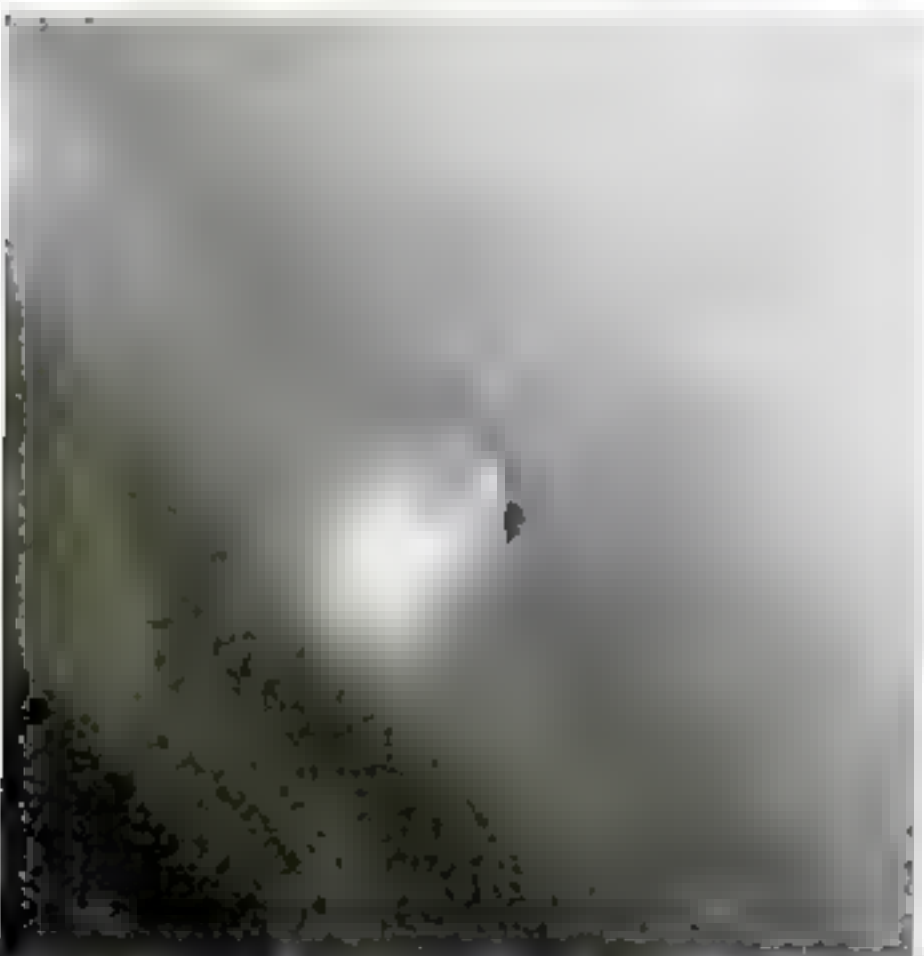
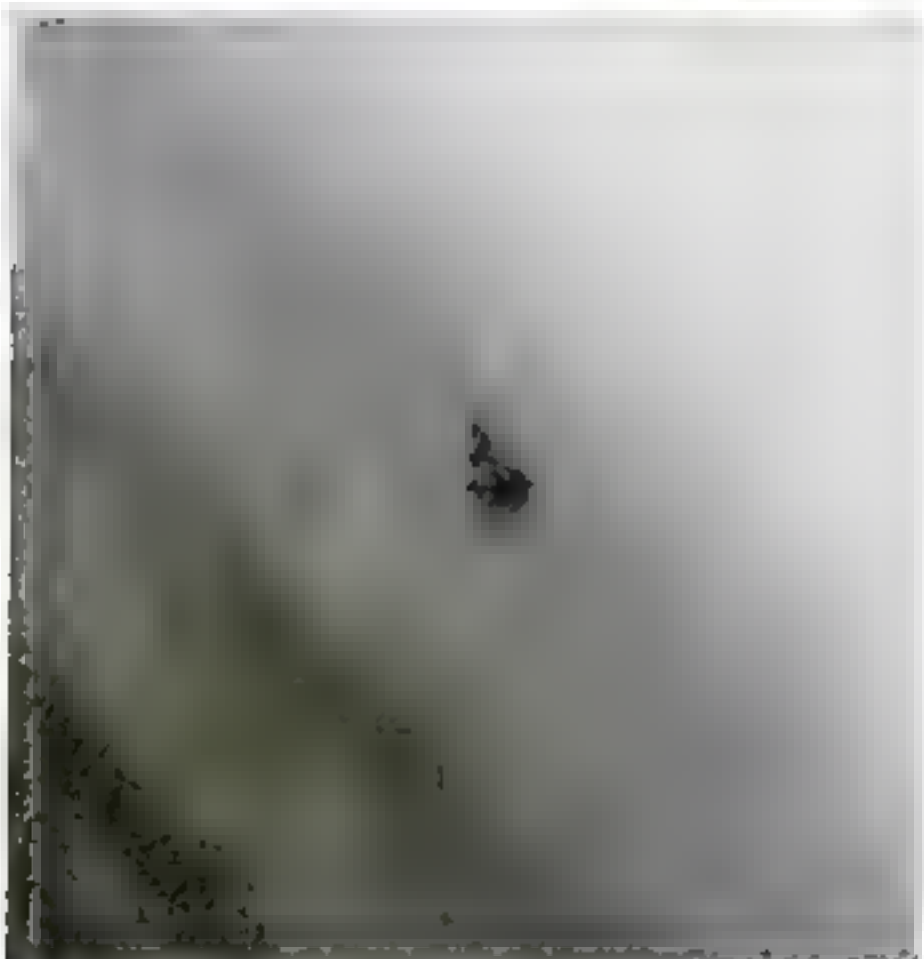
Mr. Truman is smart enough to know that he has little chance of putting through such measures. Congress will probably dump them again as it has in the past. But no act of Congress can change the petty political outlook implicit in their restatement at this time and in this form. Mr. Truman, who has been making increasingly frequent appeals for unity, can himself make a major contribution to unity by practicing what he preaches in the more inspired parts of his message.



PICTURE OF THE WEEK

THE FLEA AND THE BULL

On Jan. 11 bullfight fans of Bogotá, Colombia, flocked to the ring to spend an afternoon sneering at some lady bullfighters from Mexico. But they were in for a happy surprise. Not only did the ladies turn in a fine performance, but the fans saw one of the oddest spectacles ever to take place in the ring. After sticking her barbs into a bull a *banderilera* known as La Pulga, or "The Flea," ran for the barrier as the bull came charging down on her. But the bull, like The Flea, was only looking for a way out. The two reached the wooden barrier in a dead heat, and as they tried to scramble over, no one could tell who was trying to get away from whom. The Flea dropped back into the ring, but the more terrified bull cleared the fence and had to be driven back to the fight.



VICTORY over a MIG is shown by gun camera of F-86. First burst from Sabre's six machine guns hits MIG's wing (*top*) but fails to light him up. When burst hits fuselage MIG explodes (*bottom pictures*).



U.S. SABRES SLASH RED JETS

Air Force's best fighter runs up impressive score against MIG-15s

When the Chinese entered the Korean war last fall, U.S. Intelligence began worrying about a big concentration of fast MIG-15 jet fighters in Manchuria with either Chinese or Russian pilots. The U.S. Air Force, taking no chances, immediately started the crack 4th Fighter Interceptor Group on its way from the U.S. to Korea. The 4th was flying the U.S.'s hottest jet fighter, the swept-wing North American F-86 Sabre, capable of better than 700 mph and, the Air Force hoped, of taking care of the MIG-15.

On Dec. 17 four F-86s flew slowly along the Yalu River hoping to lure the Reds into a fight. They did. Four MIG-15s jumped the Americans. The Sabres poured on speed, waded in. The score after a brief fight: one MIG shot down, no Sabres. Five days later Lieut. Colonel John Meyer, the group commander, led eight Sabres against 15 to 25 MIGs. This time it was six MIGs down, no Sabres. After a month the official score was pretty conclusive: 17 MIGs "definitely or probably" shot down, no F-86s lost.



FIVE F-86s ROAR OVER AN AIRFIELD IN KOREA AFTER A MISSION TO THE MANCHURIAN BORDER. THE FIRST TWO JETS PEEL OFF TO CIRCLE FOR A LANDING



BRIEFING BY AN ACE, Group Commander J. Meyer, precedes a mission. Meyer now has 38½ kills.



STILL DAZED after dogfighting with Red jets, a tired pilot faces the group interrogation officers.



USING HIS HANDS, as all airmen must, Captain E. N. Farrell describes fight he has just been through.



YOUTHFUL AIR FORCE VOLUNTEERS WAIT TO BUY THEIR SHOESHINE KITS. DELUGE OF RECRUITS WAS SO GREAT AT LACKLAND THAT KITCHENS SERVED CHOW

RECRUIT STAMPEDE

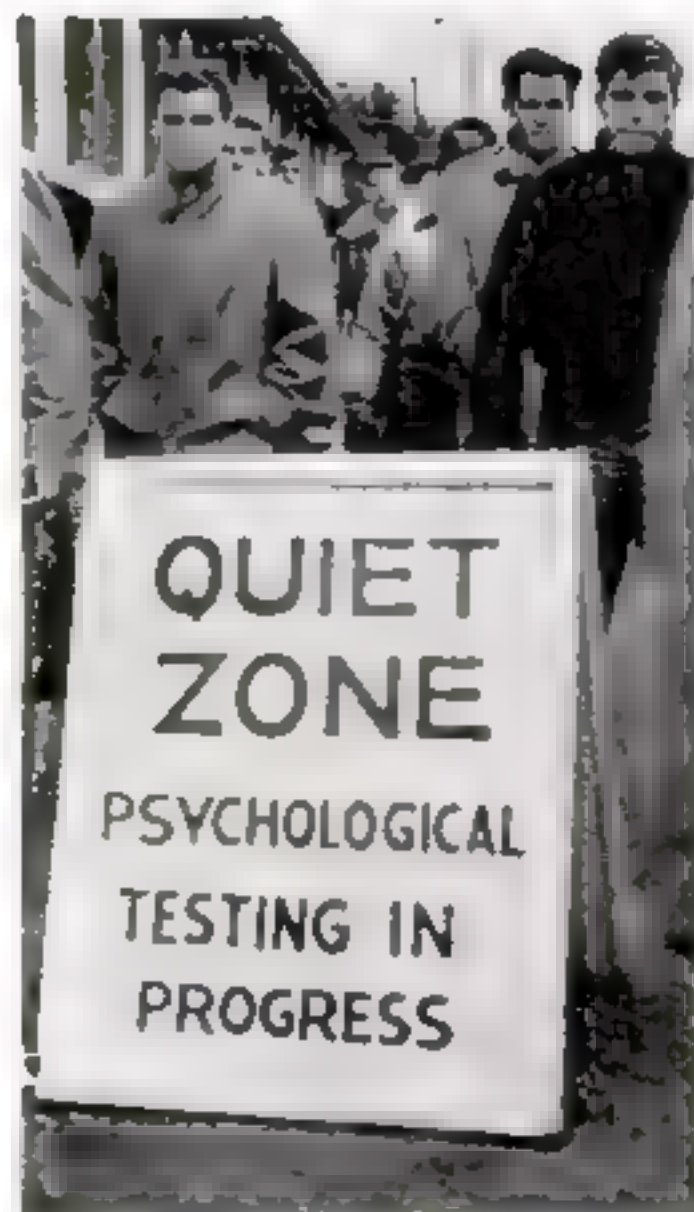
Thousands of young volunteers jam Lackland Air Force Base in a wild rush to escape being drafted into the infantry

This month, as Congress talked more and more earnestly about drafting the country's manpower, a frantic and not entirely patriotic rush of volunteering swept the country. The volunteers were young men who decided that continuing school or college was futile since they would be caught by the draft anyway. Few of them wanted to go into the Army's ground forces. They wanted to join the Navy or, even more, the Air Force.

At Lackland Air Force Base at Texas, where all Air Force recruits are sent for indoctrination, the facilities



WAITING FOR UNIFORMS, recruits are herded like cattle through stockade built in base athletic building which was converted into a processing area.



TESTS are given each recruit to determine mechanical and mental ability.



OLD HANDS at Lackland—there seven days—examine forms they will need when



ROUND-THE-CLOCK, AND HARRIED OFFICERS FEARED SEWAGE BREAKDOWN. EQUIPPED FOR 21,000 RECRUITS, LACKLAND HAD 66,000 AT PEAK OF VOLUNTEERING

were geared to process an expected 30,000 volunteers in January. But in 12 days beginning Dec. 27, 36,000 recruits swarmed in on Lackland, transforming its orderly routine into a confusion of crowded tents and barracks, of endless lines of young men, alternately dour and bewildered. Despite the melee most of them were breathing sighs of relief that they would not have to fight a muddy "walking war" in Korea. Some of them would become plane crewmen, engine mechanics or armament and rocket experts; but many would

do behind-the-line jobs which, under total mobilization, older men or even women could do as well.

The spectacle of Lackland busting at the seams with 19-year-olds could be a forerunner of the same deplorable manpower allocation of early World War II, when the Air Force and the Navy got the cream of the country's men even though the Army needed them as much, if not more. The 36,000 that poured into Lackland in 12 days represented more than three times the number of volunteers the Army got in all of December

Minimum of six
(6) MINUTES ALLOTTED
FOR EACH HAIRCUT



interviewed by guidance counselor who will try to find what jobs they are best suited for.



DOUR VOLUNTEERS peer out of their tent, one of hundreds borrowed from the Army to meet the emergency.



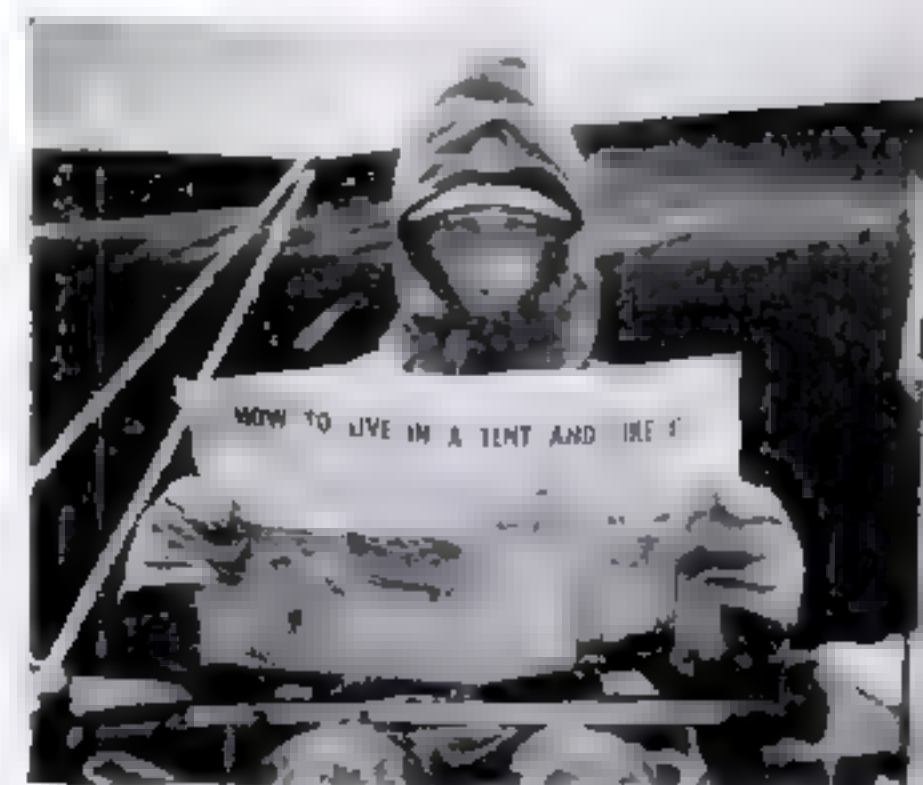
"AT EASE" in civilian sport shoes, two recruits stand in formation. Supply of military shoes ran out in the rush.



"POLICING" AREA, work detail picks up stones. Lackland flight which keeps the ground neat and the

recruits busy. In the background a group of newly arrived volunteers are being assigned to their tents.

Recruits CONTINUED



HOODED RECRUIT, wearing his willy-assorted clothing issue, peruses a copy of the base newspaper.

LACKLAND BEGINS TO ACHIEVE ORDER

Last week, with mixed feelings of disappointment at being caught in the national net and pride at being the preferred service, the Air Force slapped a two-week ban on all enlistments. The base at Lackland began to take on a semblance of order and the recruits took on some suggestion of military posture as they were drilled the grind of drilling, scrubbing and cleaning. Handle their weapons and "polishing" their tent areas of polish and trust. Constructors who had been converted from emergency carpenters were being employed of trucks, of trucks, and some of the ends were being struck as the system of processing came out of the volunteers and sent them off to training schools eventually to man the country's air network and its operating air bases.

While the Lackland base was recovering from the rush, other parts and people of the country were still in a dither as the stampede continued.



ORDERLY DRILL is practiced by recruits at Lackland as they "dress right." They are divided into flights, numbering 70 men, commanded by flight chiefs.



BEFORE TARGET PRACTICE members of Flight 162 unpack, assemble and wipe the Cosmoline from .30-cal. carbines which they will use for target practice.



MANPOWER CHIEF Anna Rosenberg, aide to Marshall, talks with Senator Johnson at hearing.

BUT THE CONFUSION GOES ON ELSEWHERE

As soon as the Air Force closed its doors, the Navy was flooded with disappointed Air Force aspirants. And since its training facilities were not yet overextended, it was glad to get them. But the country's schools and colleges were feeling awful effects (p. 30). With droves of students leaving or soon to go, educators were worried about loss in tuition funds and a possible disintegration of higher education.

As the week ended Defense Secretary Marshall announced that school or college students could finish out the educational year and still have a chance to volunteer. The Universal Military Service and Training proposals up before Congress would allocate manpower on a sensible basis to colleges, careers in scientific war research and military service. What still had to be made was an arrangement to prevent volunteers from siphoning off the most desirable manpower into two services instead of all three.



CAMP-BOUND VOLUNTEERS jam St. Louis railroad terminal as they wait for trains to take them

to training centers. The same packed scene could be found last week at a train yard in U.S. terminal.



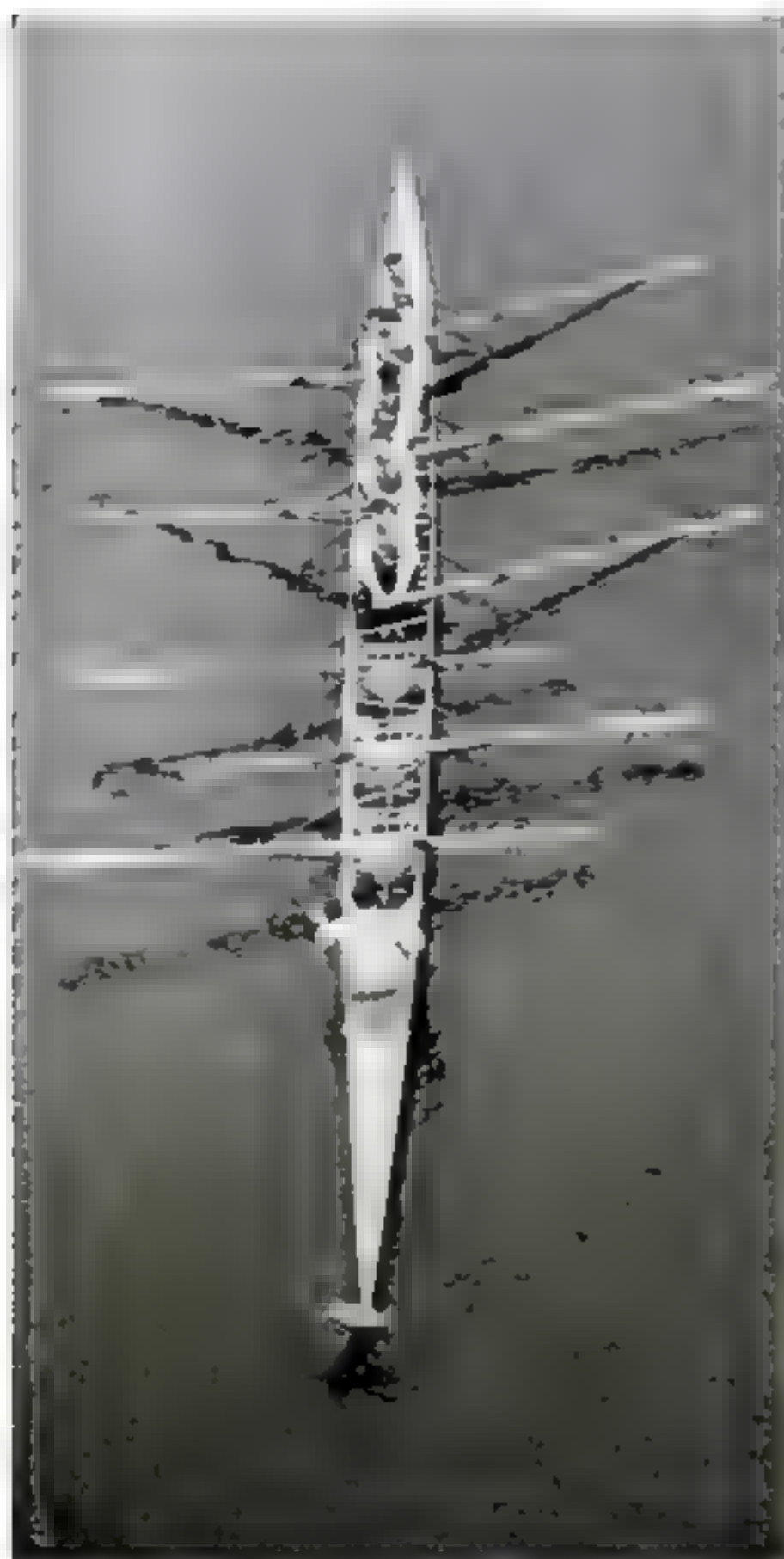
NEW YORK VOLUNTEERS sign up for the Navy at a Broadway recruiting center. On the balcony are Marine volunteers. If volunteering is restricted, the

Marines would suffer more than any other arm. They may be exempt from ruling so they can maintain the tradition and fighting efficiency of a specialized outfit.

COLLEGES COUNT UP PROSPECTIVE LOSSES



MEMORIAL to drafted fraternity men adorns the entrance into Kappa Delta Rho fraternity at the University of California. In it are placed incoming draft notices. In recent weeks the box has become quite full.



DEPLETED CREW of Boston University begins training with three varsity members missing, having gone into the services because of approaching draft. The frantic coach lost one third of his entire squad.



BROODING STUDENT, Dave Skrien, captain of last year's Minnesota football team, receives condolences of his girl at a Psi Upsilon fraternity party. He joined the National Guard two months ago, thinking

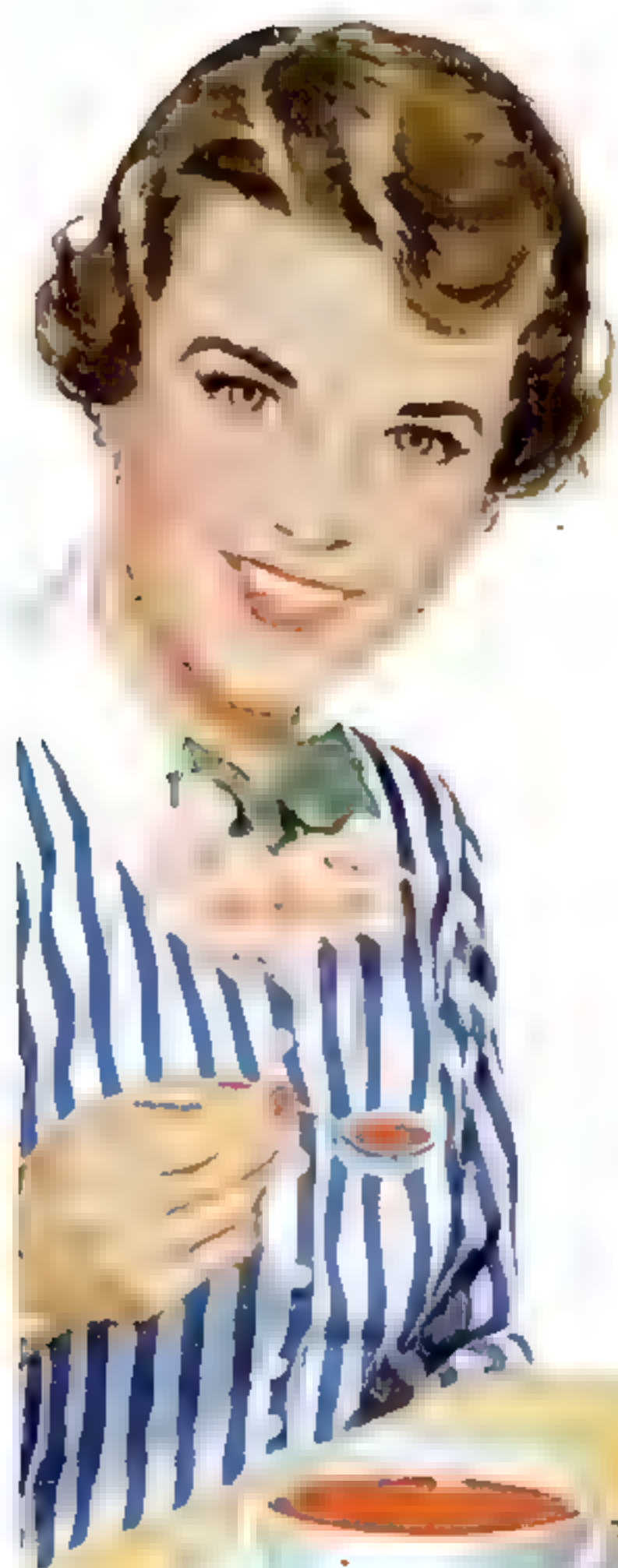
that he was sure to be drafted. Last week the Guard called him. Four other Psi U's expect a "greeting" any time, and 16 expect it after graduation in June. Twenty others wistfully hope to last all four years.



MILITARY POTENTIAL of Kappa Delta Rho fraternity at University of California gets together. The 1-A's expect draft notices soon, but will be deferred until summer. Those marked "In June 1" have

already received their notices. Five students seated at right are under 18. Reserves are in the Navy or Air Force, while mugs represent nine now in service. In back: fraternity's four veterans, six ROTC officers.

Every day **27 Million People**
share this happy eating habit...



SOUP FOR LUNCH

FAVORITE NOON HOT DISH, U.S. SURVEY SAYS
Every noon, 27 million soup lunches! ... Soup for youngsters ... soup for 'teen-agers ... soup for grown-ups. Soup at home and at school ... soup at business. ... For soup is a great food. It's delicious ... nourishing ... easy to digest. It's quick—ready in four minutes. It's thrifty—an outstanding food value. And lots of variety—21 Campbell's kinds to choose from. ... So, today, introduce your family to this happy eating habit! Have soup for lunch!

How about today?



SOUP AND DESSERT

Campbell's Cream of Chicken Soup
It's rich with chicken, smooth with whipping cream. Tender chicken pieces, too!

Apple Pie

Hot Tea



SOUP AND SALAD

Campbell's Tomato Soup
Choice tomatoes, fine table butter, make this "the soup most folks like best"!

Tuna Fish Salad with Mayonnaise

Coffee



SOUP AND SANDWICH

Campbell's Beef Noodle Soup
Pieces of good lean beef and golden egg noodles, in rich beef broth. Delicious!

Grilled Cheese and Bacon Sandwich

Milk

Best-Loved Coconut In All The World!

Snowy White, Moist Philippine Coconut With A Double-Thick
Coating Of Dark, Smooth Bittersweet Chocolate—That's MOUNDS!

Tree-Ripened Coconut Topped With Big, Golden-Brown Almonds
And Richly Robed In Mellow Milk Chocolate—That's ALMOND JOY!

They're Home-Kitchen Fresh—Truly The World's Favorite Coconut Bars!
TWICE AS MUCH! TWICE AS GOOD! TWICE AS FRESH!



Candy

MASTERPIECES IN CANDY

A Joy

10¢

WONDS

DOUBLE BAR 10¢

Masterpieces In Candy From The Kitchens Of

PETER PAUL

PETER PAUL, INC., HAUGATUCK, CONN., OAKLAND, CAL., DALLAS, TEX.

Alexander Latta discovered a new use for steam

His Engine Modernized the Science of Fire-Fighting!

When folks in Cincinnati first saw Latta's "Uncle Joe Ross" fire engine on New Year's Day, 1853, they couldn't believe their eyes. This first practical steam fire engine took the inventor nine months to

build and cost \$10,000. It could throw a single stream of water the then incredible distance of 240 feet, thus rendering obsolete the old-type hand-pumps. The model shown here is a later development.



When you discover **HUNTER**...

you'll instantly recognize the superior flavor that has made it famous as America's luxury blend. Hunter's flavor is so distinctive that no one has been able to copy it in over 90 years.



A WASHINGTON CYCLE BEGINS . . .

In World War II price and wage administrators in Washington succeeded each other like riders on a merry-go-round. So on the very day that Dr. Alan Valentine was made Economic Stabilization Chief capital gossips spread the word that his days were probably numbered. Harry

Truman had been having trouble finding men to work in the thankless jobs of price and wage administrators. But big, amiable Federal Mediation Director Cyrus S. Ching had agreed to take the wage job and finally roly-poly Michael V. DiSalle, Toledo's mayor, took the price job.



ON DEC. 8, COMING TOGETHER AS A NEW TEAM, DISALLE, CHING AND VALENTINE WERE ALL SMILES



BY DEC. 12 VALENTINE WAS LISTENING WARILY TO MIKE DISALLE'S PLANS. HE VETOED MOST OF THEM



ON JAN. 19 DISALLE AND CHING GRIN AS THEY WELCOME JOHNSTON (CENTER) TO VALENTINE'S JOB

. . . AND ENDS IN A FAMILIAR WAY

The team never could get together, never made a goal. Valentine, nervous and crotchety, treated DiSalle and Ching with skepticism, failed to furnish them with complete staffs or to delegate them full authority. DiSalle advocated a prompt price freeze. Valentine said no. Last

week the President decided to ditch Valentine, end the bickering and get ready for a real price-wage clamp-down by appointing Movie Czar Eric Johnston as ESA chief. DiSalle and Ching welcomed their new boss with enigmatic smiles. Neither knew what the morrow would bring.

NEW! A lighter-bodied cream tonic... gives your hair that "clean-groomed" look!



Now, from the makers of famous Vitalis—a great new improvement over ordinary, thick, heavy cream tonics. It's new Vitalis Hair Cream—the first cream tonic made of pure vegetable oil.

No heavy film!

Never before a cream tonic like it. So light, so fine. Grooms your hair perfectly... yet leaves no heavy film, because it contains no greasy liquid petrolatum. Gives your hair the "clean-groomed" look that everyone admires.

No sticky comb!

No messy hands either! Yes, new Vitalis Hair Cream is cleaner to use. It actually rinses off comb and hands with plain water alone.

Roots flaky dandruff!

Vitalis Hair Cream's pure vegetable oil is a doctor's prescription ingredient for dry, flaky scalp—roots flaky dandruff fast. Get this new, lighter cream tonic at your drug counter today.

Homogenized for easy flow... handy, shaker-top bottle



VITALIS HAIR CREAM

P.S. Ask your barber for a professional application of new Vitalis Hair Cream. Made by Bristol-Myers—makers of famous Vitalis

AN OLD PRO COMES BACK

With week's practice, Nelson wins tournament

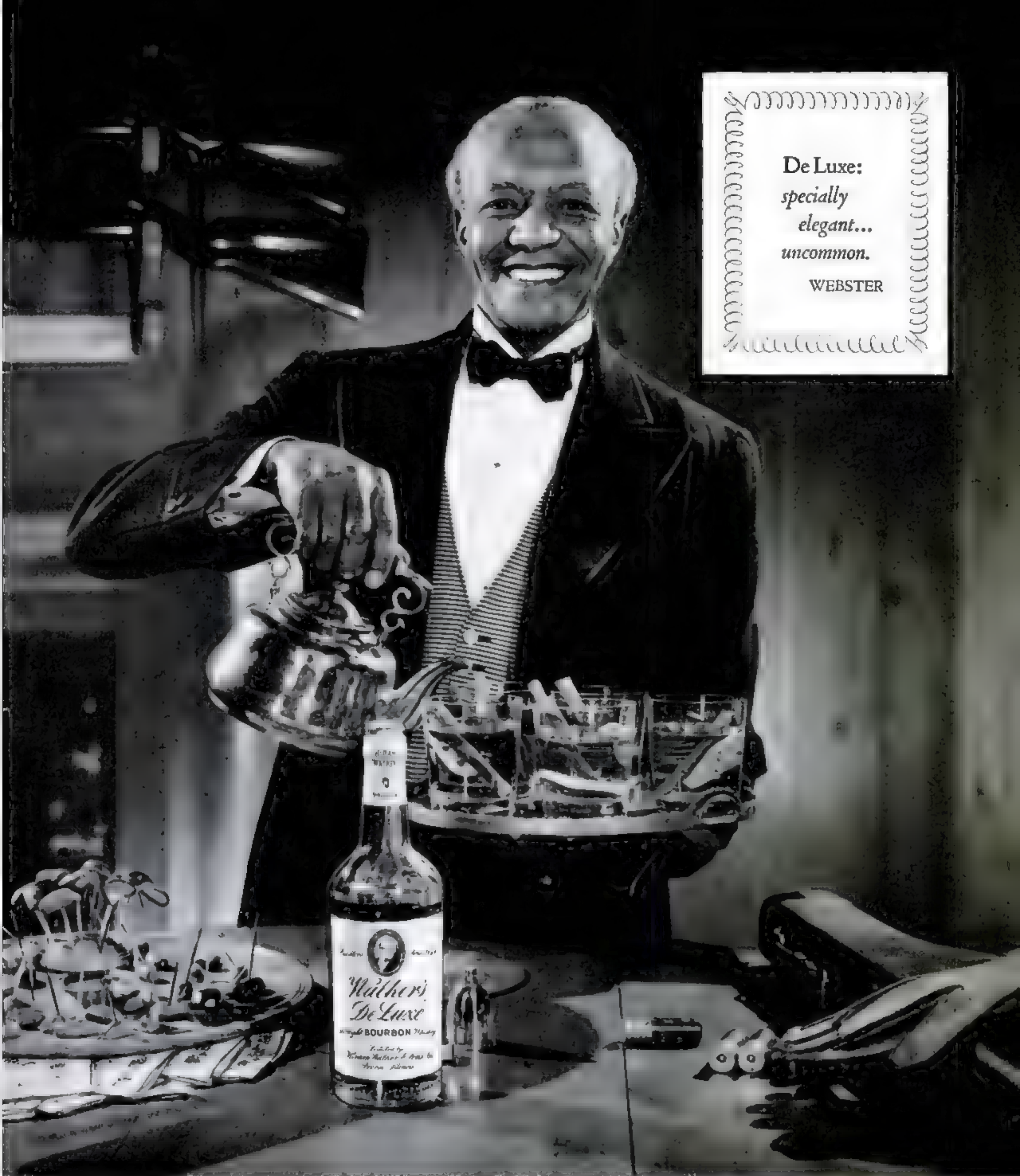
After five years of labor on his Texas ranch, Byron Nelson decided to prove something to himself. Could he, the onetime mechanical man of golf, come back in a game where players must play continuously to keep razor-sharp? Since retiring, he had entered two tournaments a year but he played for fun. This year at the Bing Crosby Invitation he showed up early for a week of intense practice. Still wondering how his old swing would hold up under pressure, he got a 71 in the tourney's opening round. Next day he fired a 67 to take a three-stroke lead. That was it. An old pro like Nelson did not blow leads like that. He won by three strokes and went back to his ranch richer by \$2,000 and with no plans to get back permanently into bigtime.



FARMER NELSON looks at some equipment on 630-acre Texas ranch.



GOLFER NELSON, VICTORY CLOSE, TREADS LAST GREEN AT PEBBLE BEACH



De Luxe:
specially
elegant...
uncommon.

WEBSTER

*Walker's DeLuxe is a straight Bourbon whiskey,
elegant in taste, uncommonly good—a Hiram Walker whiskey.*

Hiram Walker & Sons Inc., Peoria, Ill. 86 Proof.

**NO STRONG DRUGS!
NO AFTER-EFFECTS!**

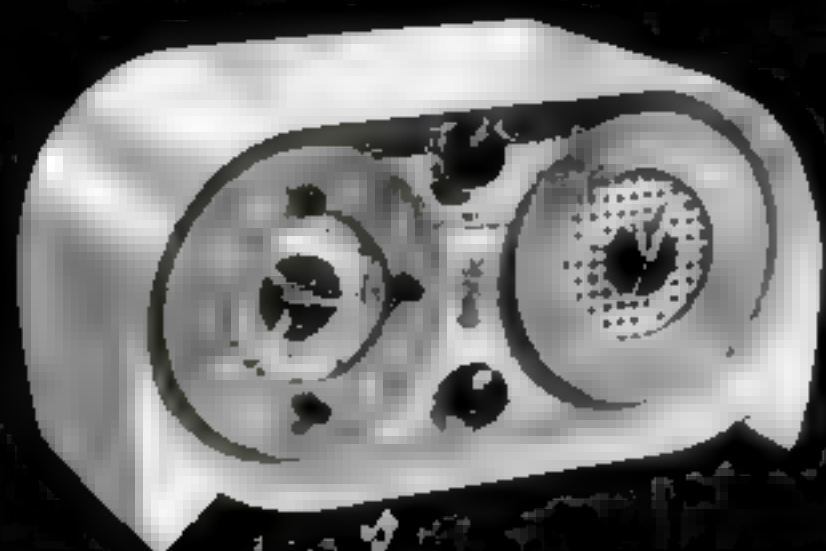


**COUGH and DRY-THROAT
Relief!**

Every ingredient in Pine Bros. Glycerine Tablets is *time-tested* and *medically-approved*. Nothing in them to harm... everything in them needed to soothe and comfort a dry, cough-torn throat due to colds. Use Pine Bros. freely for all throat irritations.

5 pleasing flavors... 10c U.S.A.

Stop being alarmed!



NEW ZENITH CLOCK-RADIO

wakes you soothingly...to music

• Goodbye rude awakenings with an old-fashioned, irritating alarm clock! Zenith's® new Clock-Radio wakes you gently, softly as a whisper—keeps you informed of the time and weather from your favorite morning program. (Should you doze off, an automatic buzzer makes sure you rise on time.) This handsome Zenith also lullabys you to sleep, operates bed lamp, heating pad... turns radio or TV programs on or off automatically... tells time in the dark. See it at your Zenith Radio and Television dealer's! **\$39.95***

Zenith Radio Corporation, Chicago 39, Ill.

*Price subject to change without notice.

ECHO FROM BUCHENWALD

From her own people Ilse Koch gets life term

Nazi Ilse Koch had answered to a U. S. military court for her atrocities against non-German inmates of the Buchenwald concentration camp run by her husband. Found guilty, she was released by General Lucius Clay after four years of a life term on grounds of insufficient evidence. This month the blond "Bitch of Buchenwald" answered to a German court on a charge of inciting the murder of Germans. The judge explained the trial would not only settle Ilse's guilt but it would also settle any doubts about what went on in the concentration camps. From 210 witnesses came the familiar, ghastly recital of brutalities inflicted on Buchenwald's population. The verdict came on Jan. 17: guilty. This time the life term probably would stick.



STEEL LASH used to beat prisoners tied to table (rear) is shown by guard



LISTLESS AND DISARRAYED, ILSE KOCH IS LED INTO THE COURTROOM



Modern Blend Oak Chest. Suitable for living room as well as bedroom. Lane welded moisture-proof veneers. Model No. 2576.

The Valentine Gift she'll cherish most...

PARENTS! SWEETHEARTS! Give her a beautiful, practical Lane Cedar Chest and she'll love it *always!*

And what more appropriate time than St. Valentine's Day to give a gift that helps her dreams come true—helps her plan her future home!

One of these wonderful Lane Valentine specials will guard her trousseau things from dust and moths—as no other storage method can. Serve her all her life as a handsome, functional

piece of furniture—year-round useful for storing clothes and bedding!

Best Known, Most Wanted Cedar Chest!

More girls want *Lane* Chests than any other kind, for Lane is the **ONLY** pressure-tested aroma-tight cedar chest in the world!

Made of finest 3/4-inch red cedar, its absolute moth protection is guaranteed by one of the largest insurance companies! *The Lane Company, Inc., Dept. L, Altavista, Va. In Canada: Knechtels, Ltd.; Hanover, Ont.*



LANE CEDAR CHESTS

The Gift that starts the Home



Streamlined Modern. Walnut panels, Paldao borders. All Valentine Specials have removable trays that lift automatically with lid. Model No. 2578.



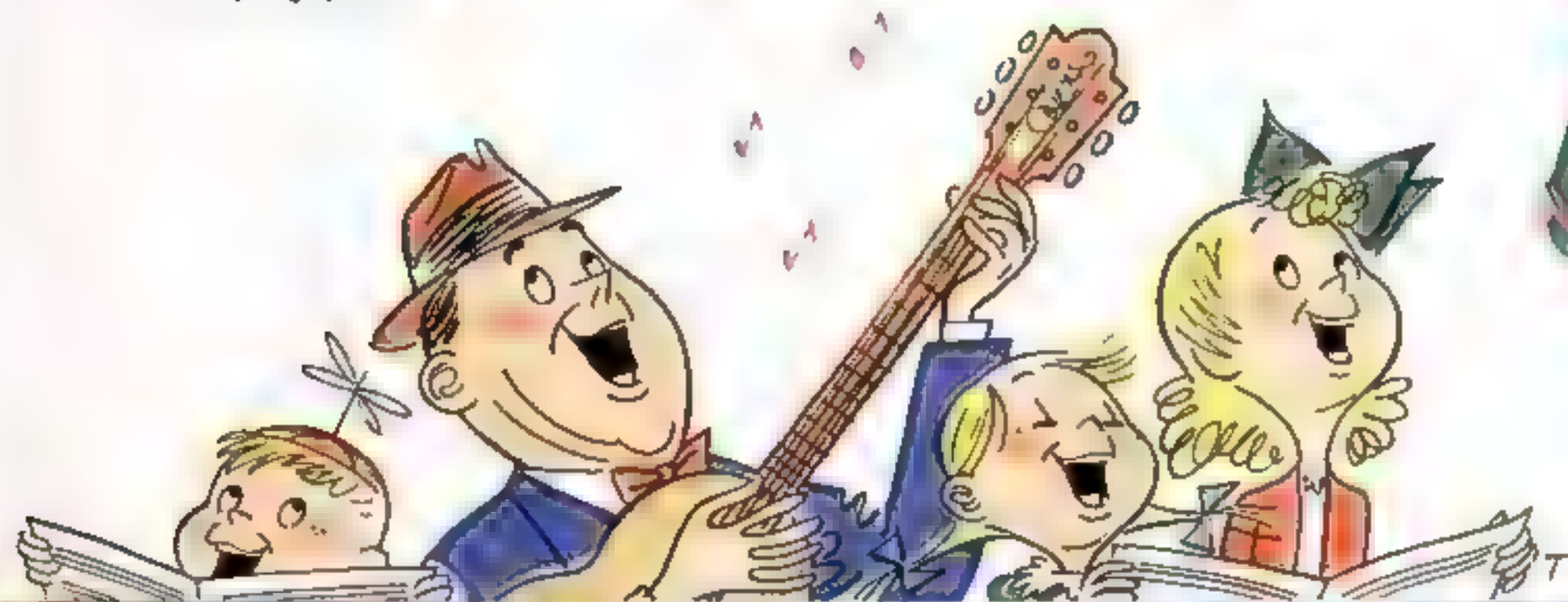
18th Century Chest in rich mahogany veneers with Lane's famous hand-rubbed finish. All Lane Chests are fully aroma-tight—built to last a lifetime. Model No. 2577.



Functional beauty in silver grey walnut. All interiors are treated by secret Lane process to conserve cedar aroma. Model No. 2580. ©1951 The Lane Company, Inc.

They'll Sing for this Supper!

AND YOU MAKE IT FOR "A SONG" WITH LIMA BEANS AND—



The kettle-simmered cooking sauce



LIMA BEAN CASSEROLE—*Hunt Style*

Yes, with a little of this, and a little of that, and Hunt's Tomato Sauce—you make a really delicious dish.

And while the folks are singing *your* praises, you'll praise Hunt's. For this rich, *all-tomato* cooking sauce has a wonderful flavor *all its own*—you're sure to like it best! Here's the recipe:

1 lb. dried lima beans

Soak beans overnight; drain. Cover with boiling salted water and boil slowly 2 to 3 hours till tender. Drain, reserving some of the bean water. In a frying pan cook:

1 medium onion, finely chopped
½ lb. sausage meat

Cook until lightly browned, stirring to break into bits. Drain off all but 3 tbsp. of fat. Then add:

2 cans Hunt's Tomato Sauce

½ can lima bean water 1 tbsp. brown sugar
1 tsp. salt dash of poultry seasoning

Place limas in a casserole. Cover with the sauce mixture. Bake in moderate oven (350°), 30 minutes. Makes four generous servings.

Remember—Hunt's Tomato Sauce is already kettle-simmered for you. Rich and oh, so flavorful! Cook it into your stews, soups, meat loaf, spaghetti, casseroles. Wonderful for leftovers! Your grocer has Hunt's—for a few cents a can. Try it real soon!

For breakfast or dessert —
HUNT'S HEAVENLY PEACHES



Hunt-for the best

Hunt Foods, Inc., Fullerton, Calif.



AT THE END OF DAY'S WORK IN THE FIELDS FANNY THORNE RETIRES TO HER FOUR-ROOM COTTAGE, WHERE SHE LIVES ALONE, TO PREPARE A POT OF TEA

FANNY THORNE, B.E.M.

A tireless 88-year-old great-grandmother, who works each day as a farm hand, is honored by king of England

For most of her 88 years the tiny English village of Preston Candover has been home to Fanny Thorne, and her life has been marked with deliberate sameness. There she was born and attended school until, as a girl of 11, she left to work in her father's fields. It was there in the local church, where she sang in the choir, that she became the bride of a village soldier boy. When her husband went away to the Boer War, Fanny Thorne took to working the land again to help feed her children. When her husband died during World War I, Fanny came back to Preston Candover. From that day to this, save only Sundays, Fanny Thorne has gone each morning to

the fields as a hired hand to thresh the wheat, sort potatoes or cut kale for the cattle. Two years ago, to prove she was as strong as ever, Fanny Thorne, the great-grandmother of 19, "stooked" (shocked) an eight-acre field of barley all by herself in 11½ hours. This month something special came to Fanny Thorne to brighten her years. The king of England had heard about her and there, on the honors list that creates two new baronets and recognized other distinguished sons and daughters of the Empire, appeared the name of Mrs. Fanny Thorne who, for her devoted service to agriculture, was awarded the ribboned and-silver British Empire Medal.

Tonight! Be his dream girl...



Tonight! Show him how much lovelier
your hair can look...after a
Lustre-Creme Shampoo

BETTER THAN SOAPS Leaves hair sparkling, starry-bright... no dulling soap film with Lustre-Creme Shampoo! And it lathers lavishly even in hardest water.

BETTER THAN OILS Leaves hair fragrantly clean, free of loose dandruff. Unlike many oil shampoos, Lustre-Creme needs no special rinse.

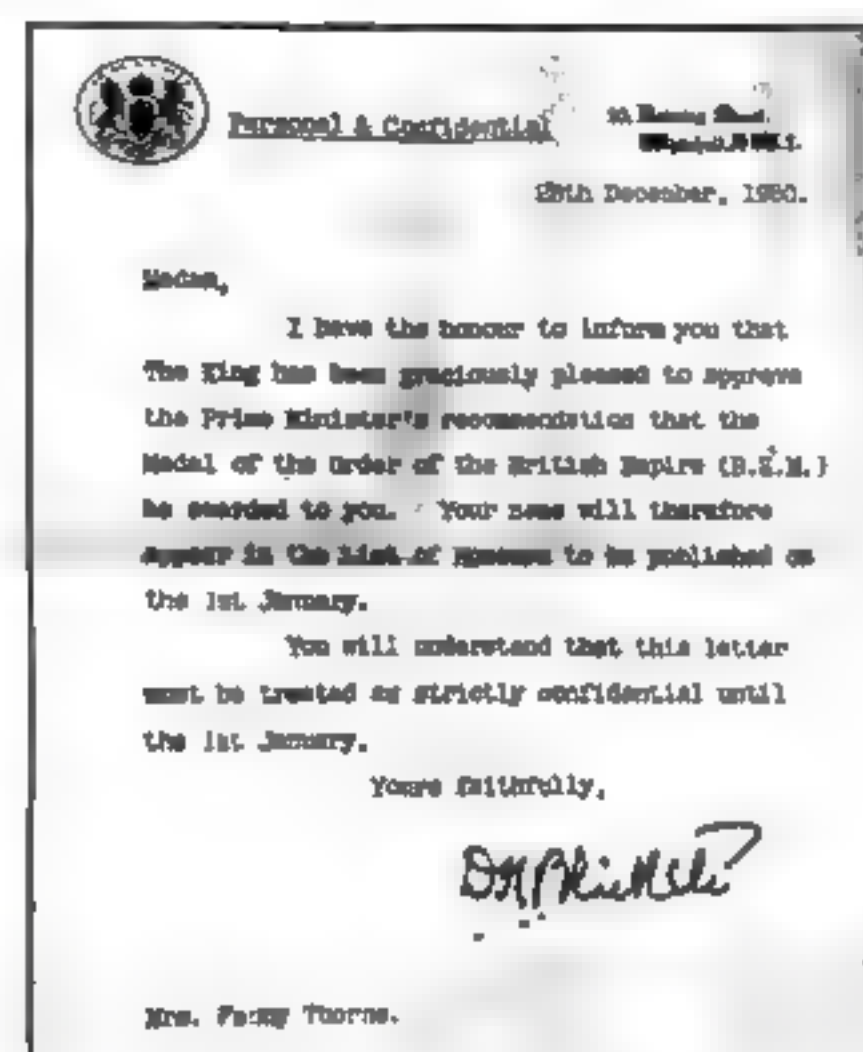
BETTER THAN LIQUIDS Leaves hair silken soft, manageable, easy to curl. Lustre-Creme is easier to use. Contains LANOLIN... is not harsh or drying. Try Lustre-Creme Shampoo today—be his dream girl tonight!



Kay Baum's secret formula with LANOLIN. Jars and tubes, 27¢ to \$2.

World's finest shampoo—a beauty creme-blend with **LANOLIN**

Fanny Thorne CONTINUED



THIRTY WORDS OF AWARD NAME IN THIS LETTER

FANNY KEPT THE KING'S SECRET

Just before the turn of the year an important-looking letter, marked "personal and confidential" (above), was delivered to Mrs. Thorne. Townsfolk buzzed, and even the three dozen descendants who gathered around for the holiday season wondered at Mrs. Thorne's special perkiness. But to no one, not even to Dorothy Cosier, the local teacher (right) who had sent her name and story to the British government, did Mrs. Thorne reveal its message until the king himself had spoken.

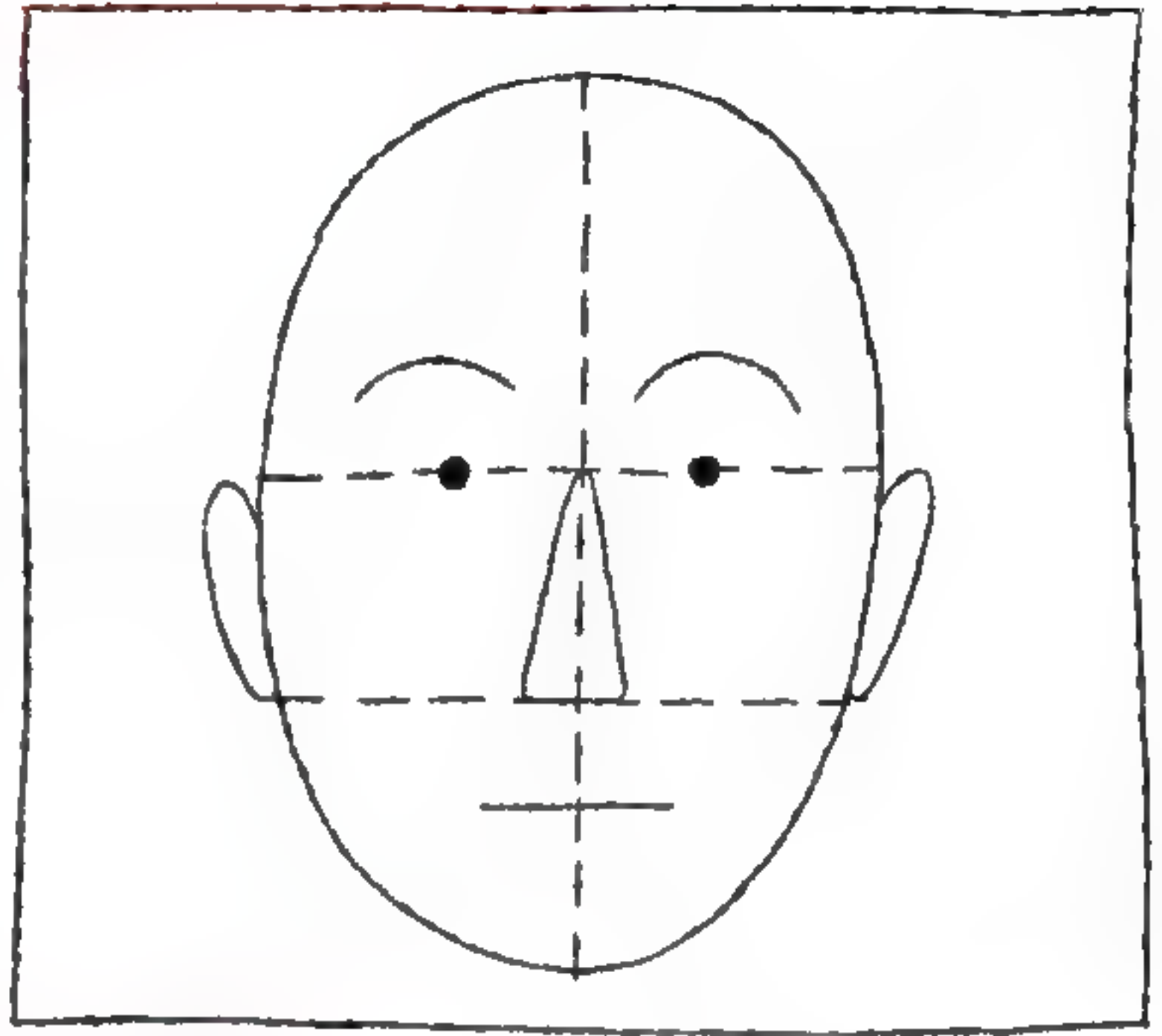
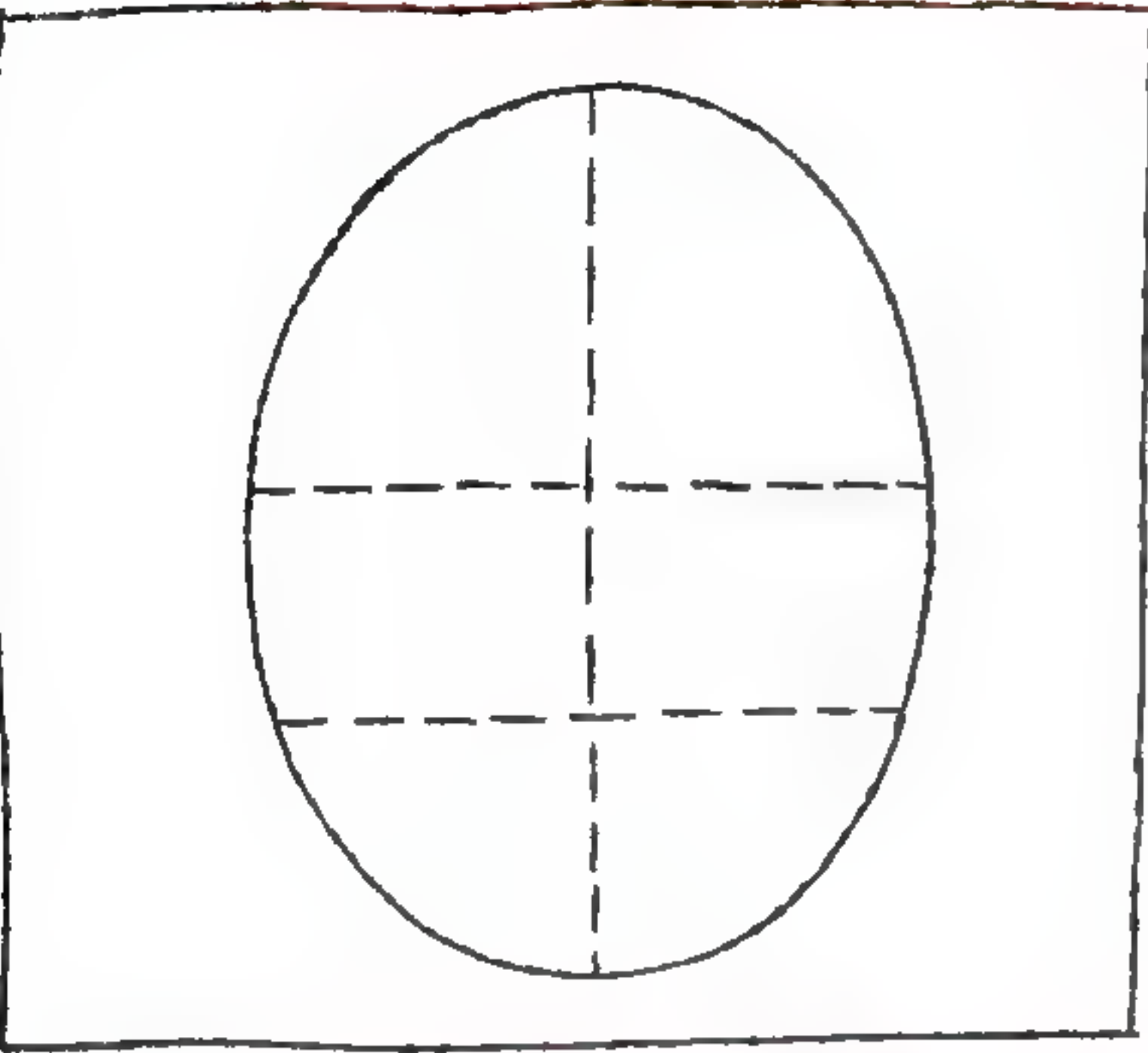


FRIEND who nominated Mrs. Thorne for honor grins approval.

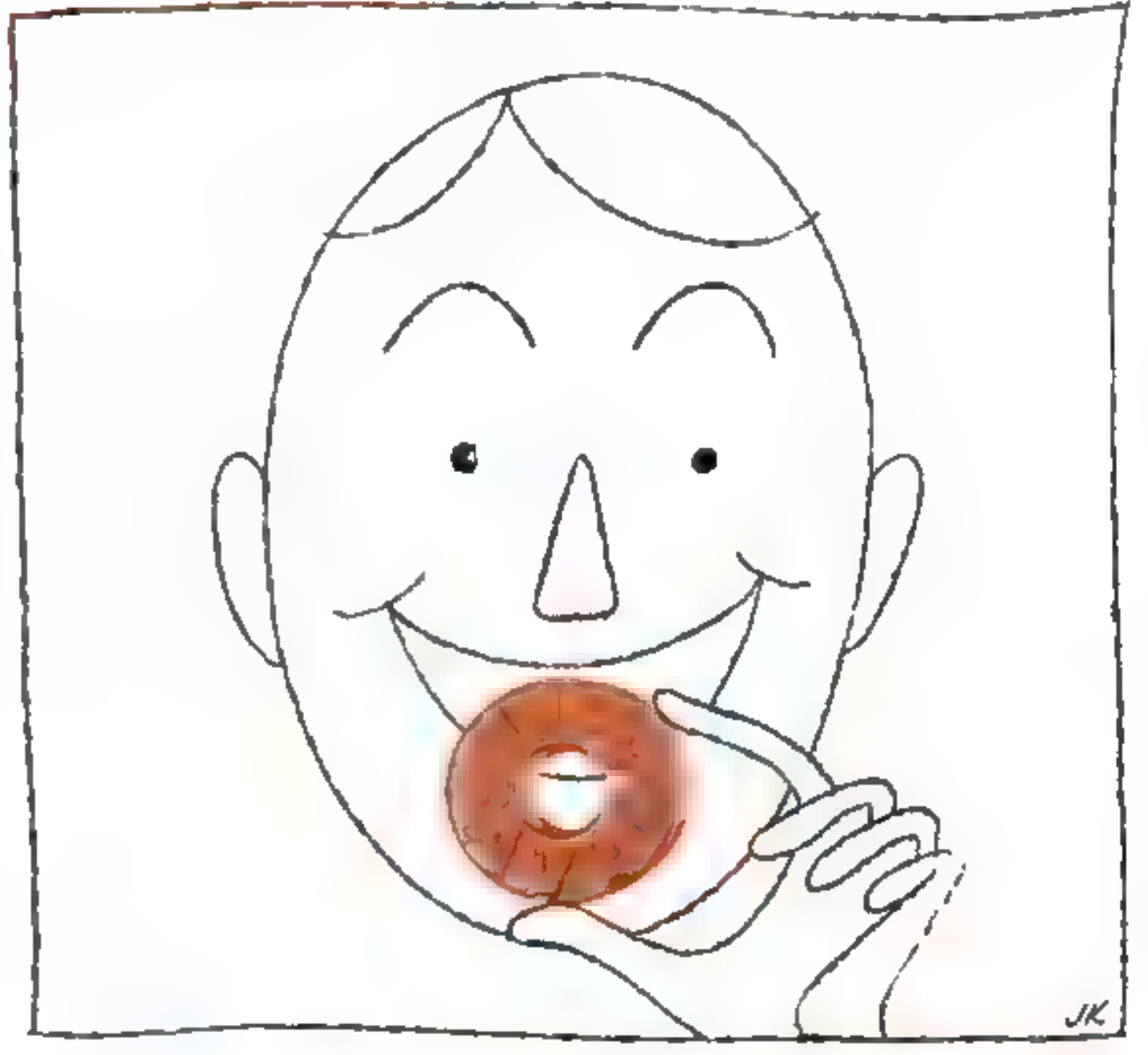
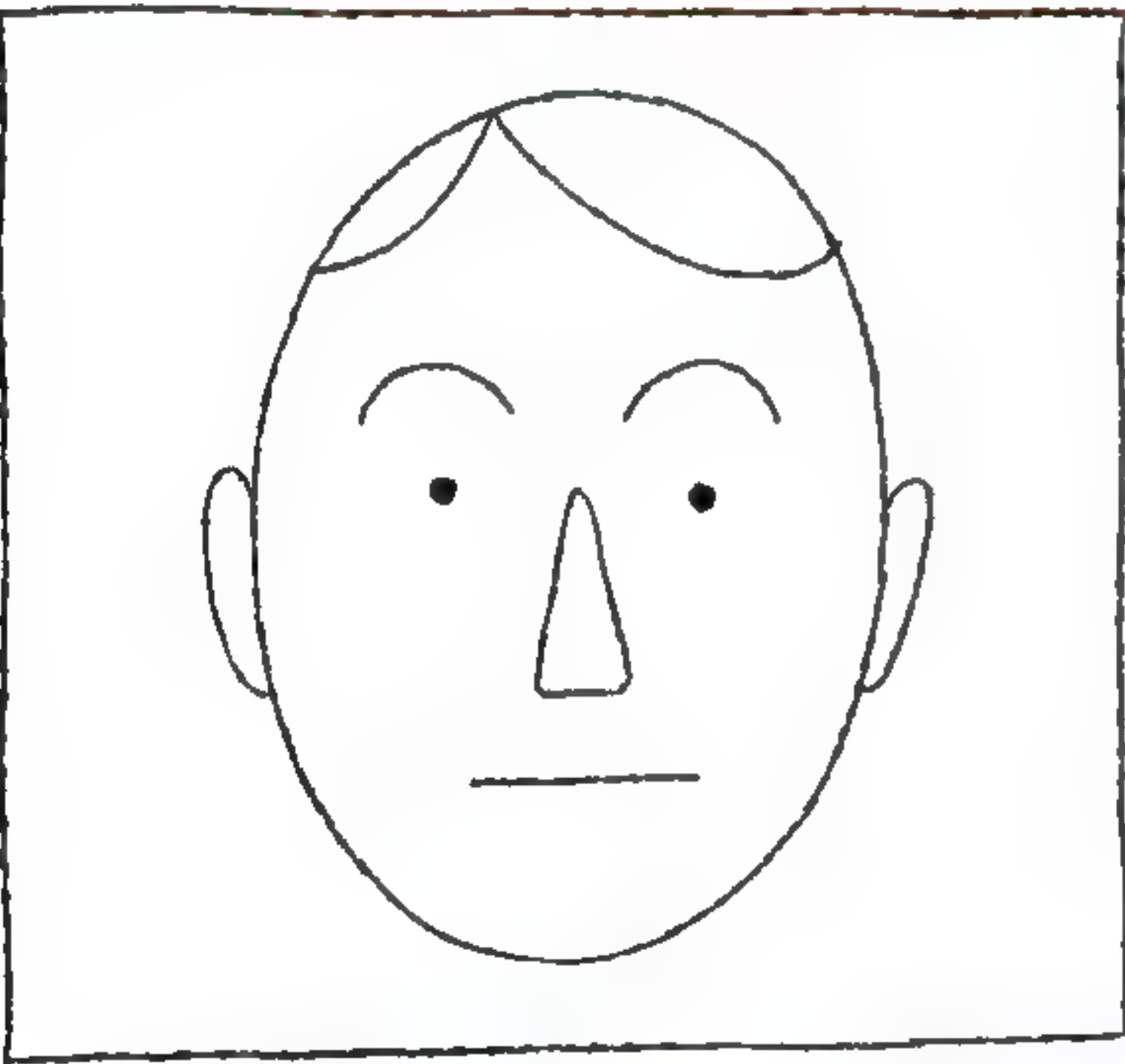


UNRUFFLED by all the excitement that followed the announcement of her award, Mrs. Thorne quietly goes about her chores alongside a threshing rig.

How to draw a face...



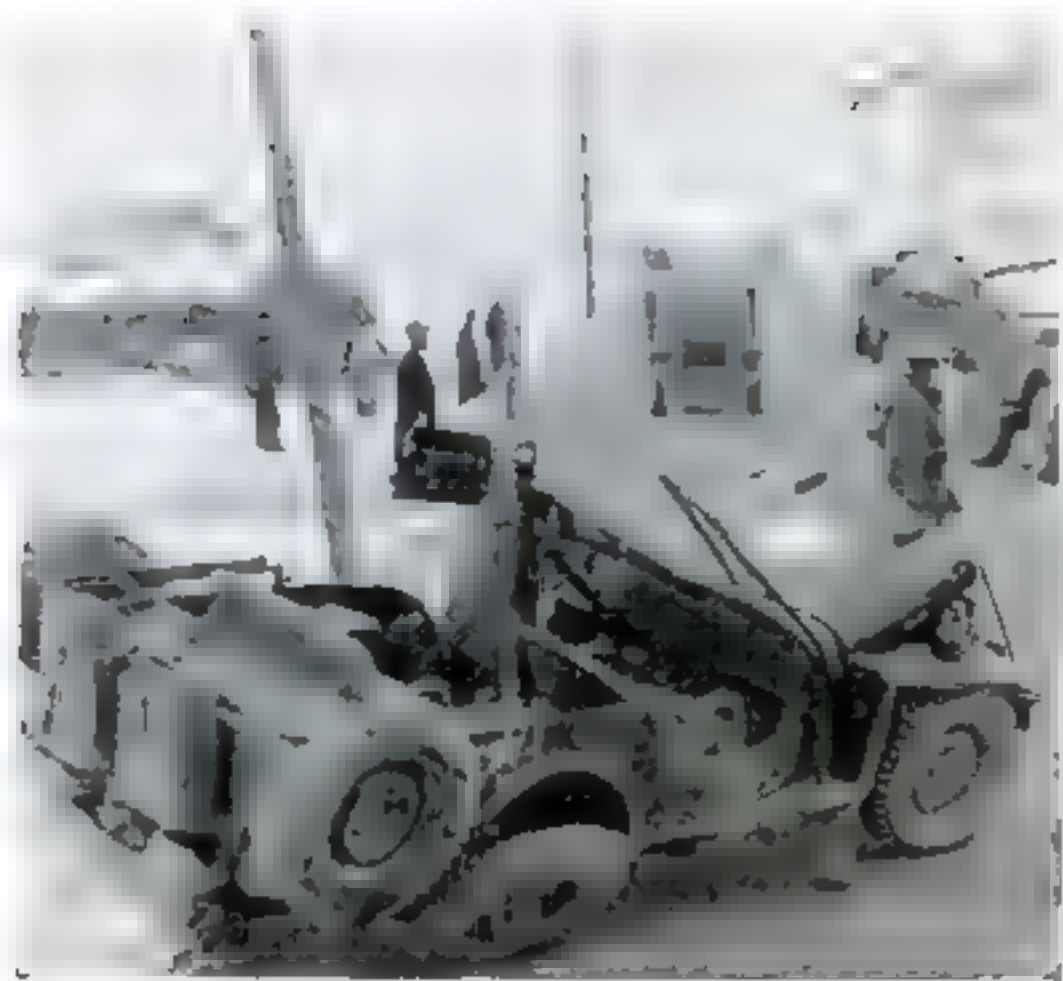
..and add a smile



still only 5¢



CAISSON BEARING GENERAL WALKER'S CASKET WINDS THROUGH ARLINGTON CEMETERY, FOLLOWED BY THE PALLBEARERS AND WALKER'S PERSONAL COLORS



THIS IS WRECKED JEEP IN WHICH WALKER MET DEATH

GENERAL'S FUNERAL

Eighth Army's leader is buried in Arlington

Rugged General George S. Patton's prize pupil in World War II was Walton Harris Walker. In December 1945, General Patton died after he was injured when his car collided with a truck on a road in Germany. Five years later on a road in Korea, General Walker died when his jeep was rammed by a weapons carrier. He was directing the heartbreaking U.N. retreat from the Manchurian border. Flown to Washington, Walker's body was buried last Jan. 2, with all military honors, near the grave of General Pershing. Behind Walker's caisson floated a four-starred red flag emblematic of the posthumous promotion awarded him only an hour before the funeral. In America's military history Walker will be remembered as the commander who, with a green and outnumbered force, managed to bluff, outmaneuver and outguess the enemy at the Pusan perimeter until the U.N. had gained strength enough to attack. Said General Omar Bradley, chairman of the Joint Chiefs of Staff, "Losing a soldier like Walker cuts deep."



HOLDING FLAG THAT COVERED COFFIN, SON COMFORTS HIS MOTHER

**WRITES WITH SPEED AND EASE
UNMATCHED BY ANY OTHER
BALL-POINT PEN**

AMAZING, EXCLUSIVE...

Floating Point

YOURS ONLY WITH

EVERSHARP

Repetition

BALL-POINT PEN



AMAZINGLY PRICED
AT ONLY—

\$1.00

On Sale At Good Stores Everywhere

**No other ball-point pen
gives you all these great features!**

AUTOMATICALLY,
this *Floating Point* adjusts to your writing pressure—ends "finger fatigue." Writes so smoothly it speeds your very thinking.

EXTRA-LONG
Kimberly Cartridge doubles your writing mileage. It carries the largest ink supply ever . . . writes on and on without refilling.

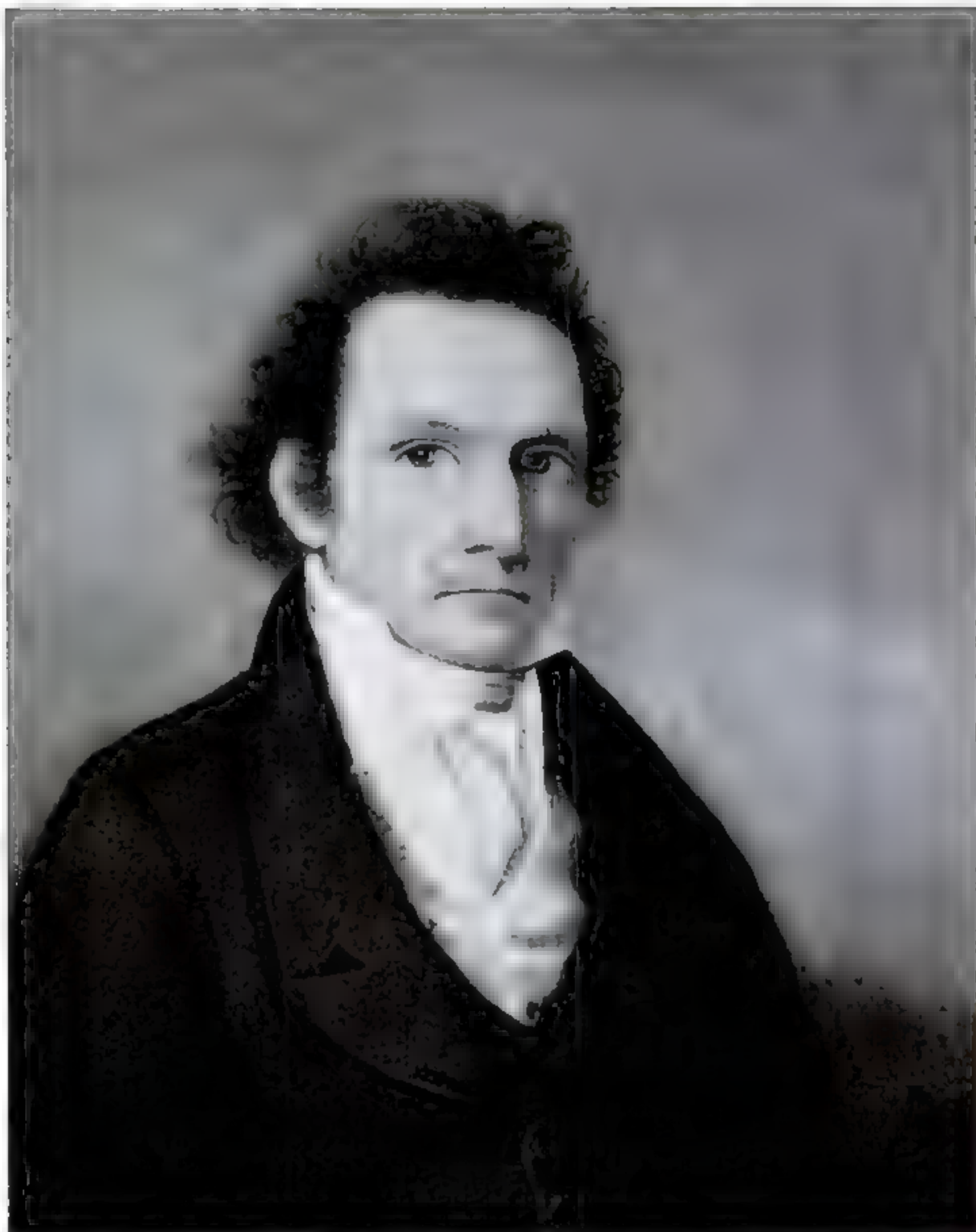
CLEAMING
Gold-Colored Cap and rich plastic barrel. Now at only \$1.00—buy several . . . for yourself, your friends . . . or as useful business gifts.

*Can be personalized with name or initials.

Set with matching pencil only \$1.95

©1951, Eversharp Inc., N. Y. C.

Audubon's Animals



SELF-PORTRAIT was painted in 1824 when the 39-year-old naturalist was visiting in Louisiana after a bird-painting expedition down the Mississippi River.



AUDUBON'S GRAVE in New York cemetery is marked by 26-foot cross paid for by public donations.

THEY ARE FAMOUS NATURALIST'S LAST WORK PAINTED BEFORE HIS DEATH 100 YEARS AGO

When John James Audubon died on Jan. 27, 1851, he was already America's most popular naturalist, and in the 100 years since no one has come along to challenge his position. This year, the anniversary of his death, will probably be proclaimed Audubon Centennial Year by Congress, and five state governors have already proclaimed an Audubon Week. The tributes are given mostly for Audubon's birds, which he painted with an unsurpassed blending of accuracy and artistry. But in the past 20 years naturalists and artists have come to appreciate the work of Audubon's later life, his paintings of American animals (*following pages*), which show his vivid feeling for drama and action.

Audubon came to nature painting by a roundabout route. The illegitimate son of a Santo Domingo Creole and a French sea captain, he grew up as a gentleman in France. At 18 he came to America and with his father's capital operated a lead mine, a counting house, a general store and a lumber mill. More interested in watching birds than tending to business, he failed at

everything and finally landed in jail for debt. At the age of 34 he got out of jail on a plea of bankruptcy with nothing left but his clothes, his gun and his drawings. These were enough.

Tramping across North America from Labrador to Louisiana he painted birds in their natural surroundings and spent seven years looking for a publisher. Finally he persuaded 161 patrons to subscribe about \$1,000 each, and his 435 bird paintings were engraved. They brought great success and some money to Audubon, who then turned to American animals, which were as uncatalogued as the birds. He constantly wrote friends for specimens, asking that the smaller ones be shipped to him in a jar of rum. Though he sometimes painted 14 hours a day on his mammals, he was now older and weaker and had to delegate some of the work to his son. The animals were Audubon's last work. As with all his paintings, some artists criticize them as too photographic and some scientists find them too fanciful. But to everyone else they are a permanent source of pleasure.



Black Squirrel

Audubon studied these squirrels in upper New York state and classified them as a separate species only because other naturalists of his day did so. He suspected that black squirrels mated with common gray squirrels and were therefore only a color variety, not a species. Modern naturalists now confirm Audubon's suspicion.



Red Fox

In the following figure, a Red Fox is shown in a natural position, as it is often seen in the woods. The fox is shown in a natural position, as it is often seen in the woods. The fox is shown in a natural position, as it is often seen in the woods.



Collared Peewee

The peewee is a small bird, with a dark body and a white collar around its neck. It is shown in a natural position, as it is often seen in the woods. The peewee is shown in a natural position, as it is often seen in the woods.



Wild Cat

Felis concolor. One of the most beautiful of the feline family. Also called Panther. It is found in every clime from the Arctic regions to the tropics. Its weight rarely exceeds 200 pounds.



Wolverine

Eutamias amoenior. One of the most beautiful of the weasel family. It is found in the mountains of the Pacific coast, and also in the mountains of the North American continent. It is now nearly extinct in the West.

Have More Fun with Rum!

← FREE!

Set of 8 Puerto Rican "Rumsters" to make your party party-er! Slip these gay, amusing figures on highball and cocktail glasses. At your favorite package store today.*

DOUBLE YOUR FUN WITH PUERTO RICAN RUM!

It's FUN to serve America's most talked-about new drink. Fun to take a bow for their champagne-light, wonderfully different flavor. And it's more FUN still when these popular new drinks are decorated with gay "RUMSTERS" (above) on every glass. Yes... it tastes like FUN and it looks like FUN when you party with Puerto Rican rum.

PUERTO RICAN RUM OLD FASHIONED
 1 finger golden Puerto Rican rum
 1 lump sugar
 Dash of Angostura Bitters
 Splash of soda. Add orange slice.

PUERTO RICAN RUM AND COLA
 Juice of 1/2 lemon
 1 finger light dry Puerto Rican rum
 Add ice and fill with cola
 Try this favorite with the added smoothness that only Puerto Rican rum gives!

PUERTO RICAN DAIQUIRI
 Juice of 1/2 fresh lime or 1/4 lemon
 1 finger light dry White Puerto Rican rum
 1 teaspoon sugar
 Shake well with cracked ice. Strain into glass. Enjoy America's favorite rum cocktail... better with Puerto Rican rum!

*Offer void outside U. S. A. and where prohibited by state regulations.

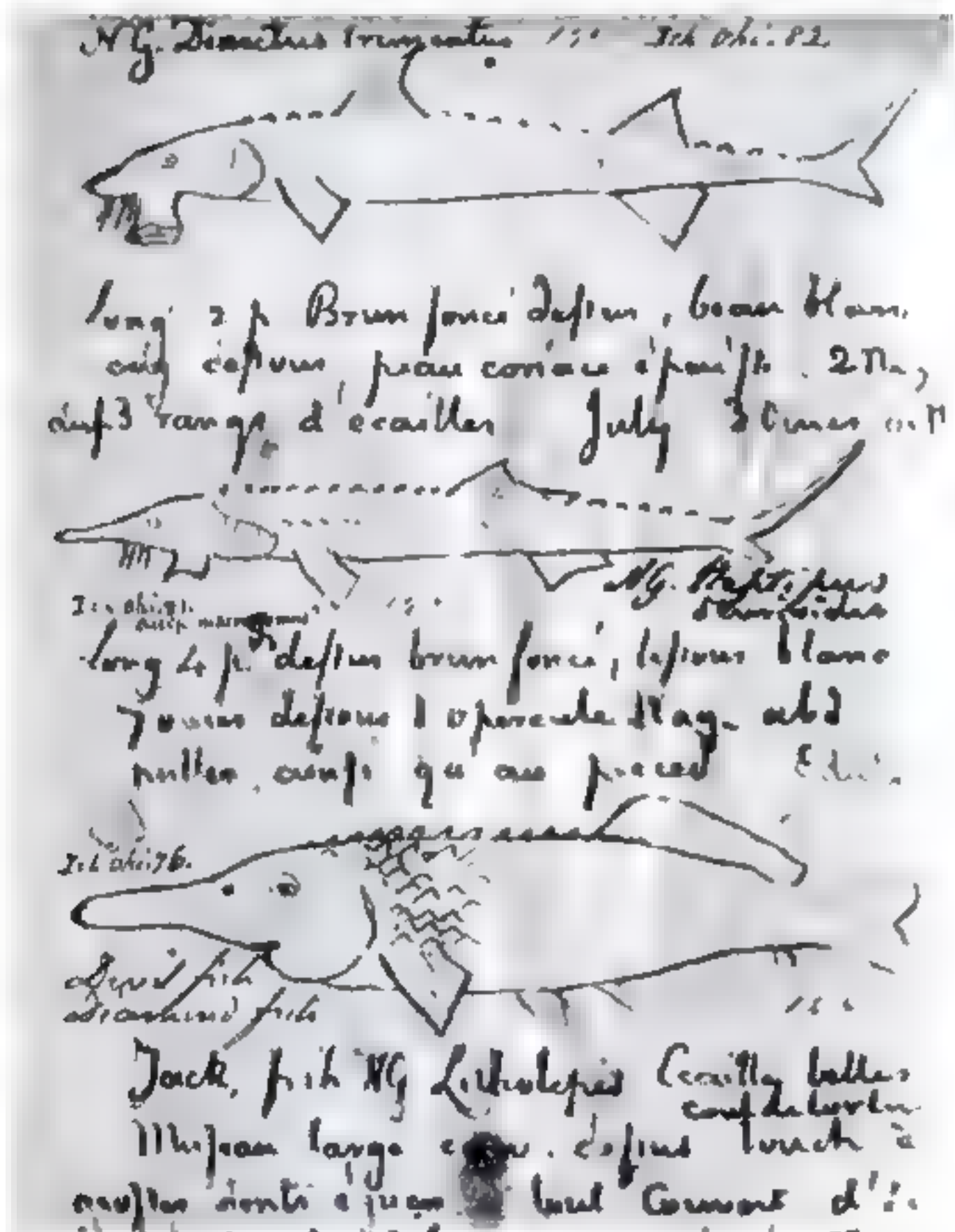
IMPORTANT! Of all the drinks, there's nothing *smoother* than a fine, light, dry rum. And of all the rums, there's nothing lighter and smoother than the famous rums of Puerto Rico. Be sure to look for the name *Puerto Rican Rum* on every bottle... taste why they're the most popular rums in the world today!

Enjoy the dry, light-bodied **Rums of Puerto Rico**

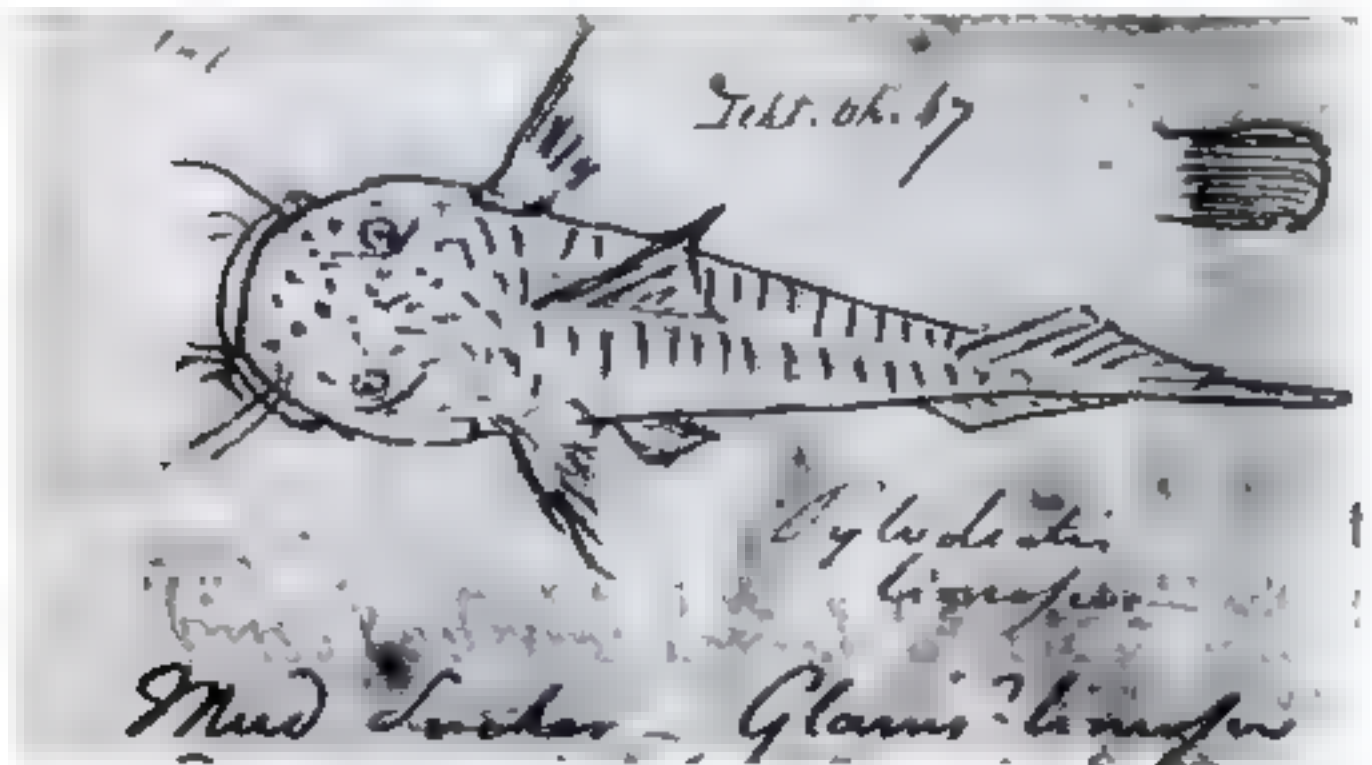
© 1950, PUERTO RICO RUM INSTITUTE, 500 FIFTH AVENUE, NEW YORK, N. Y.

HIS PHONY FISH

In 1818, while living in Kentucky, Audubon was visited by a wild-eyed fellow naturalist named Constantine Samuel Rafinesque, who had come to see Audubon's drawings. He was courteously given a bed for the night. The household was scarcely asleep when great crashes were heard in Rafinesque's quarters, and Audubon rushed in to find his naked guest bouncing around the room, swinging Audubon's favorite violin at a number of flying bats, which he believed to be a new species. Either to avenge his battered violin or simply to play a practical joke, Audubon later described to Rafinesque a dozen imaginary fish and even provided drawings. Rafinesque copied everything down in his notebook, later published the discoveries. Audubon never gave his joke away, and scholars puzzled over the phony fish for years before deciding they were a hoax. Now in the Smithsonian Institution in Washington, D.C., Rafinesque's notebook with its improbable sketches (below) is delightful evidence that Audubon's imagination was as fresh as his paintings.



FAKE FISH described by Audubon to Rafinesque included flatnose doublefin (top), big mouth sturgeon (center), and devil jack diamond fish (bottom). Of the devil-jack, Rafinesque quite properly says, "This may be reckoned the wonder of the Ohio. . . The whole body covered with large stone scales . . . they strike fire with steel! and are ball proof!" He admitted having seen the devil jack, "but only at a distance," relying on Audubon for facts and figures.

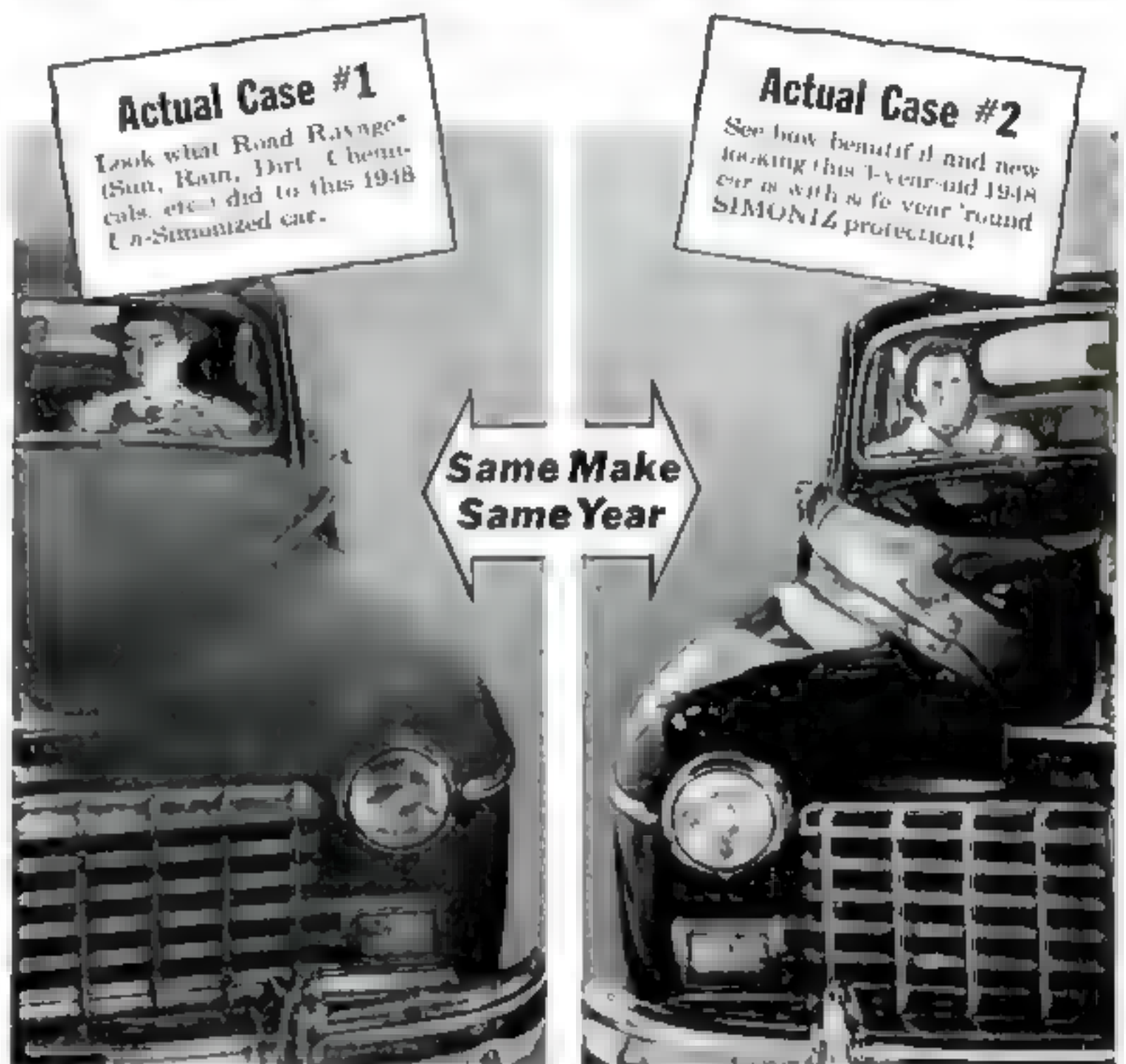


TOAD MUDCAT is also known as the mudfish, mudsucker and toadfish, but by any name "it is good to eat and bites at the hook." Other Audubon fakes are the Buffalo carp sucker, the rough-head sucker and the white-eyed barbot.

STOP ROAD RAVAGE... it RUINS CAR FINISH!

Half-way Protection not enough.

See amazing difference when cars get
YEAR 'ROUND PROTECTION with SIMONIZ!



**ONE SIMONIZ JOB protects finish
up to 6 months and longer**

... Gives that "New Car Sparkle"

Remember how thrilled you were when you drove your new car home? There's no thrill like it! . . . Don't ever let Road Ravage rob your car of its gleaming new car beauty.

Don't rely on half-way waxes or polishes to preserve your expensive car finish. Your car deserves the best—needs the year 'round protection that only SIMONIZ can give.

Safe! No harsh chemicals

One application of SIMONIZ completely seals out all road scum, dirt and dust, tars, and traffic film . . . protects against damage from scorching sun and pelting rain . . . preserves finish up to 6 months and longer.

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Use SIMONIZ twice a year. Give your car 12-MONTH SIMONIZ PROTECTION against Road Ravage that ruins expensive car finishes. Get SIMONIZ.

Now on sale at service stations, auto supply, grocery and hardware stores.

IMPORTANT! A clean car is necessary before using anything to preserve the finish. For best results, use easy-to-apply SIMONIZ Liquid KLEENER. If your car is old or badly faded, clean first with SIMONIZ PASTE KLEENER. Then SIMONIZ for 6 months protection against Road Ravage!



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never shrink out of fit!*

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Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.



MOROSE JOSIAH BOLTON (CLIVE BROOK), WATCHED BY HIS DAUGHTER (CENTER) AND FRIENDS, MAKES A MINIATURE NOOSE AS HE BROODS ABOUT DEATH

"SECOND THRESHOLD"

Philip Barry's last play is the chronicle of a world-weary man who is rescued on the road to death

In *Second Threshold*, written just before he died a year ago, Philip Barry took up a subject close to his own heart; the world-weariness that besets intelligent people when they feel they have outlived their usefulness. Given final polishing by Barry's friend Robert Sherwood, the play opened on Broadway early this month.

The hero of *Second Threshold* is rich and re-

spected Josiah Bolton, whose family has grown away from him and whose life has lost meaning. He tries repeatedly to commit suicide, but in a discreet way so that it will look like an accident. Finally his only daughter rescues him from his slough of despond and, in the process of saving her father, becomes a finer person herself. Witty and touching as it sometimes is,

Barry's play is a once-over-lightly treatment of a subject on which the author felt deeply but not clearly. In a generally competent cast high points of acting were touched by the veteran British movie star Clive Brook (*above*) and, in a small part, by a newcomer, Betsy von Furstenberg (*cover and p. 59*), as a chirpy girl who never dreams life is anything but a barrel of fun.

Arrow

BLACKBERRY FLAVORED BRANDY

*Your Ticket to
7 Delicious
Treats*



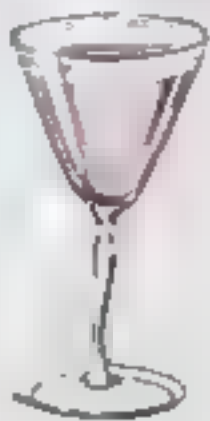
HIGHBALL

In 8 oz. glass, put 2 cubes ice, 1 jigger Arrow Blackberry Flavored Brandy. Fizz with Seltzer



COCKTAIL

$\frac{2}{3}$ Arrow Blackberry Flavored Brandy, $\frac{1}{3}$ sweet cream, shake in ice, strain into glass.



PONY

Arrow Blackberry Flavored Brandy
Delightful to sip after dinner.



STRAIGHT

Arrow Blackberry Flavored Brandy
—Still the most popular with many people



MIST

Fill Old Fashioned glass with shaved ice. Fill with Arrow Blackberry Flavored Brandy



SOUR

1 jigger Arrow Blackberry Flavored Brandy, juice $\frac{1}{2}$ lemon, shake in ice, strain into glass.



HOT TODDY

$\frac{1}{4}$ jigger Arrow Blackberry Flavored Brandy $\frac{1}{4}$ jigger whiskey
Fill with hot water

FREE

Send for this unusual recipe booklet...shows you how PROFESSIONAL BARMEN mix all types of drinks quickly and easily.



70 PROOF.... ARROW LIQUEURS CORPORATION, DEPT. G, DETROIT 7, MICH.

"Second Threshold" CONTINUED



YOUNG ADMIRER is Bolton's son, who is entranced by Thankful Mather (Betsy von Furstenberg), a pretty and unpuritanical visitor down from Boston.



A DAPPER DANCE is done with hollow humor by Josiah as friends and his daughter (Margaret Phillips, second from right) are unable to bring him comfort.

AN OLD ADMIRER marvels at the ingenuous gaiety of Thankful Mather, who perches on his chair, admires his gray hair and calls him terrifically attractive.

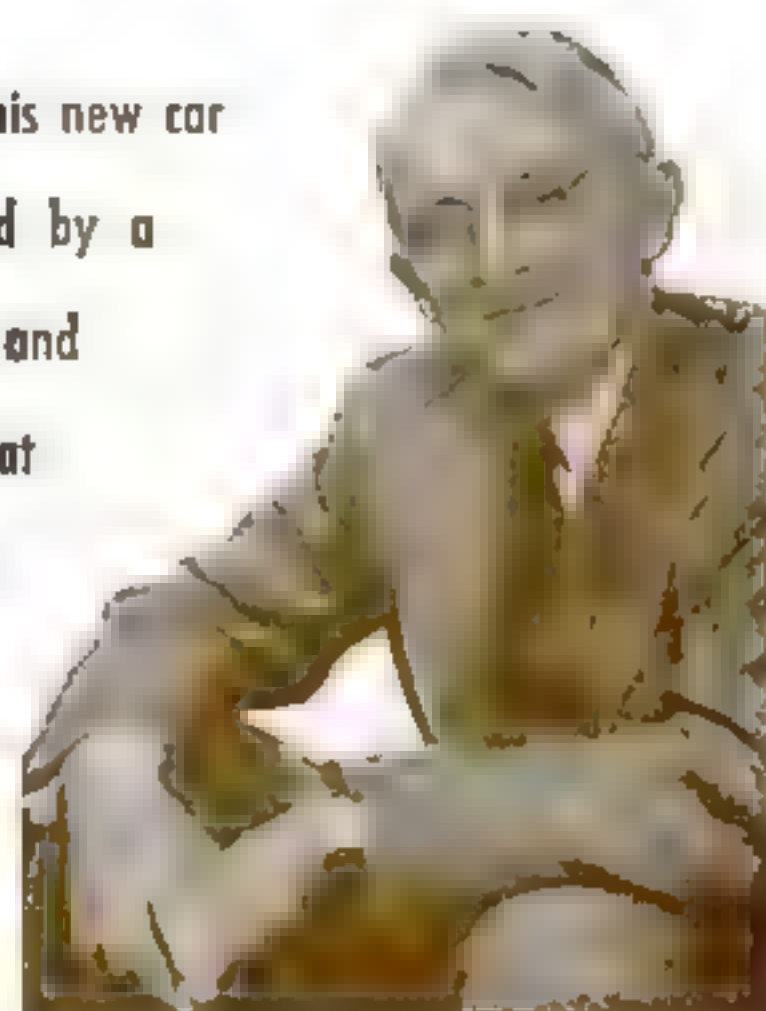
CONTINUED ON PAGE 39

HERE'S THE NEW 1951 CAR

*New Inside... New Outside
with a Completely New Kind of Ride*

Now the Secret's Out! In previews of this new car men and women in all walks of life were thrilled by a completely new riding principle, new styling and host of engineering improvements...amazed that any car offering so much, could cost so little.

"WHEN I FIRST SAW this new 1951 car, its smart look, its new engineering advances made me put it in the expensive car class," says Ted Williams, baseball's great left-handed slugger.



"I THINK I KNOW what influences people, and this new car will do it," says Dale Carnegie, famous author of "How to Win Friends and Influence People" and "How to Stop Worrying and Start Living."

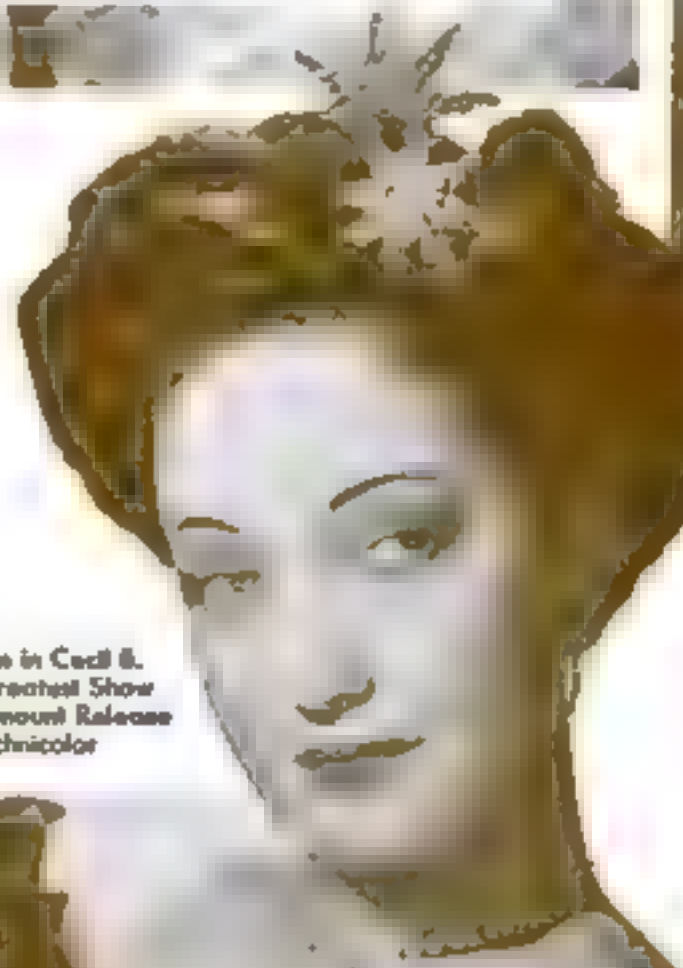


"IT'S EXCITING TO LOOK AT and exciting to drive," says the beautiful young movie star, Joan Evans. "A car certain to win the hearts of young America." Miss Evans stars in the SAMUEL GOLDWYN production "EDGE OF DOOM."

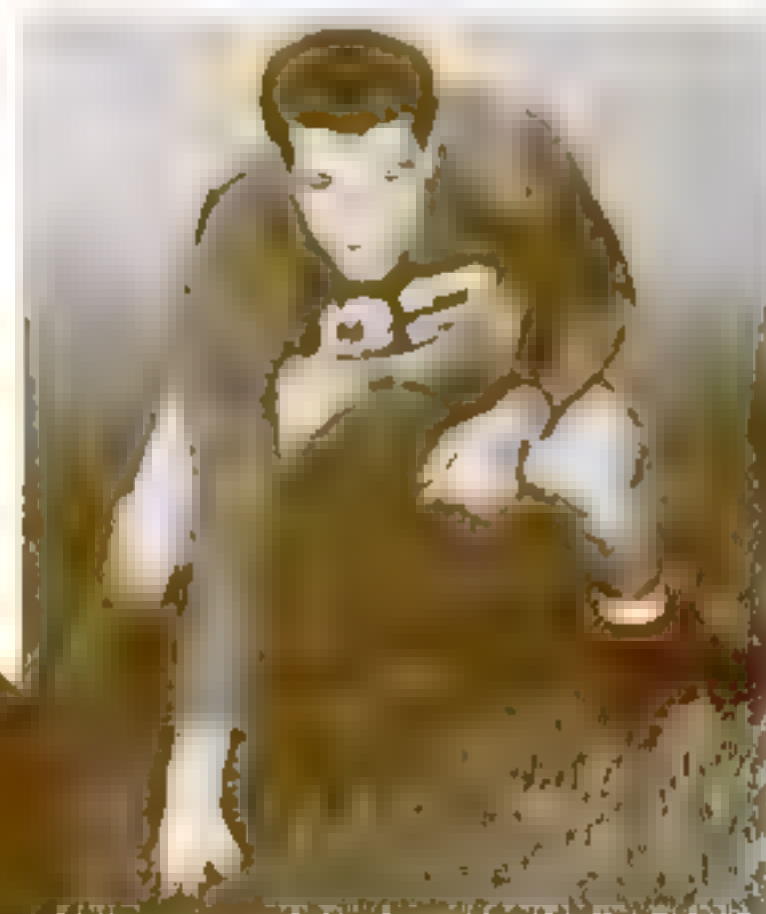
"IT'S SO BIG, SO ROOMY and with greater visibility for every passenger," says Betty Hutton,* famous for her own exuberant way of putting over a song, "and so luxuriously appointed inside and out."



"HERE'S FRESH YOUTHFUL STYLING that's bound to set a fashion trend," says Dorothy Lamour,* famous screen star noted for her keen appreciation of beauty. "It's so sleek, so good-looking outside, so smartly styled inside."



BIG, MUSKY LEON HART, famous All-American football star, says, "This car will score big! It has the extra room a fellow my size needs. I can ride without feeling crowded." Hart overestimated its price by hundreds of dollars.



"I COULD HARDLY BELIEVE a car offering so much in the way of smart lines, economy and ruggedness could sell at so low a price," says John Robert Powers, discoverer of countless cover girls and top-flight fashion models.



*Soon to be seen in Cecil B. DeMille's "The Greatest Show on Earth," a Paramount Release Color by Technicolor

**WHAT NEW CAR IS IT?
TURN THIS PAGE AND SEE!**

*Famous Americans
overestimated its price
by many hundreds of dollars...*

*The New
1951 DODGE*





*Now on Display at your
DODGE Dealer's Showroom*

NEW IN MORE WAYS THAN CARS

COSTING UP TO \$1,000 MORE

*The New
1951
Dodge!*



MODERN DECORATOR INTERIORS—Focal point of the beautiful Dodge interior is the ultra-smart, modern instrument panel. Dials and controls grouped for driver's convenience... eyes need scarcely leave the road to read the recessed speedometer.



STUNNING NEW FRONT ENSEMBLE—modern, massive—to set the pace in distinctive styling. Makes this brilliant new Dodge a standout in any company. Just one reason why famous Americans over-estimated its low price!



FEATHER-TOUCH PARKING BRAKE. Women especially will be delighted by the latest development in the famous Dodge braking system! New type "feather-touch" parking brake locks in position when you pull it... stays on until released by a flick of the wrist. So easy, so convenient!



WATCH-TOWER VISIBILITY in any direction, for every passenger! Wider windshield—with narrower corner posts. You can't miss a truck on the road ahead or beside you! And the new wider rear view mirror lets you take full advantage of the tremendous new "wrap-around" rear window—for safer driving!

AMERICA'S LOWEST-PRICED AUTOMATIC TRANSMISSION is famous, dependable Dodge Gyro-Matic. Lets you drive all day without shifting... yet gives you the option of selecting gears for all driving conditions. Provides greater safety and economy.

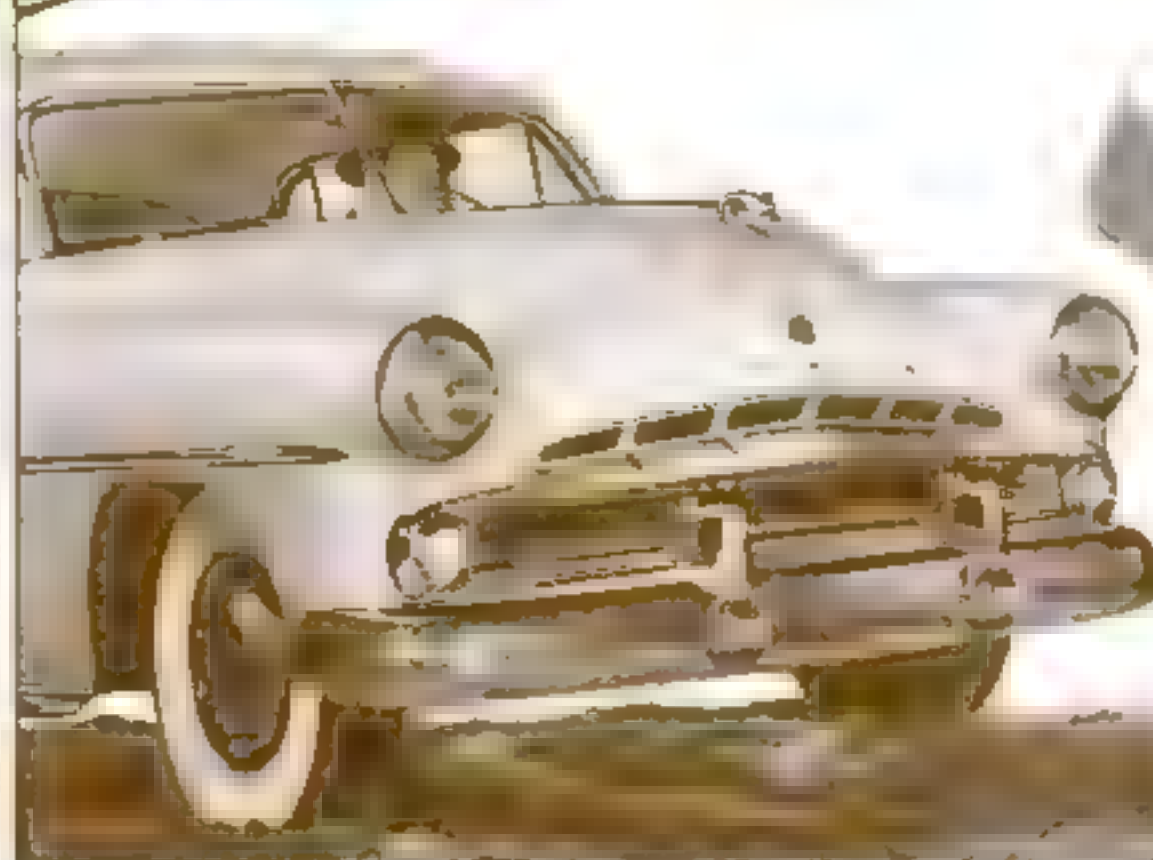


"FLOATS" DOWN ROADS THAT STOP OTHER CARS! Revolutionary new Oriflow shock absorber system brings you a truly new kind of ride! Here's a new smoothness—over the same roads that jarred and "hammered" you in the past. City road or country road, cobblestones or corduroy—wheels stay on the ground—no wheel hop or bounce.

HOW THE GREAT DODGE DEALER SERVICE PLAN PROTECTS YOUR INVESTMENT



An added satisfaction you'll get in owning a Dodge is the complete service offered by over 4,000 Dodge dealers coast to coast. Their interest in your car doesn't stop with the sale. For first check-ups, and all regular maintenance service through the long life of your Dodge—remember that the great Dodge dealer organization is ready to serve you with the finest equipment, used by men trained in factory methods.



STOP
NOW TURN BACK
ONE PAGE
AND LOOK AGAIN!





IN SCREEN TEST BETSY VON FURSTENBERG DOES A BALLET EXERCISE

BETSY'S ROAD TO BROADWAY



MAMA WATCHES THE SCREEN TEST

Betsy von Furstenberg, 19, who has a charming part as a young girl in *Second Threshold*, was born in the province of Westphalia, Germany, the ancestral home of the von Fürstenberg-Herdringens, a family of whom it was said, "The emperor fights no great battle but a Fürstenberg falls." At the age of 17, Betsy, whose mother is a native of Memphis, Tenn., decided she was not interested in making her debut in society but in making her name in the theater. Since then she has been shepherded by her mother from land to land in

search of fame: to the Pocono Playhouse in Pennsylvania to play in some summer stock, to England for screen tests (above), to Italy for a small screen role (below), to France to pose for fashion magazines and finally to Broadway for a part in a big play and the cover of *LIFE*.



ONLY MOVIE ROLE to date has Betsy (left) in a group of interned women who get well soaked during a riot in the Italian-made *Women Without Names*.

Amazing shampoo guaranteed not to rob hair of natural oils

Shasta lathers out beauty-dulling film—
Leaves in glamour-giving natural oils that make hair...

*Naturally
shiny*

*Naturally soft
—healthy*

*Easier to
manage*

New Shasta, enriched with lanolin—that marvelous emollient from nature—does what women have always wanted from a shampoo... lathers out beauty-dulling film, leaves in glamour-giving natural oils.

Shasta is guaranteed not to rob hair of precious, glamour-giving oils which keep your hair naturally shiny, soft, healthy, easier-to-manage.

See how Shasta persuades even hair that seems dull and dry to look softer, silkier, sparkle with gleaming highlights. Try new lanolin-enriched Shasta today. Remember, Shasta doesn't rob hair of its natural oils.

PROCTER & GAMBLE GUARANTEE: Shasta does not rob hair of natural oils. Procter & Gamble guarantees this or money back when unused portion is returned.



LANOLIN ENRICHED **Shasta** CREAM Shampoo

DOESN'T ROB HAIR OF NATURAL OILS

HOW SHAVERS RATE BLADES TODAY!—

PROOF

From Nation-wide Tests:

Men Pick New

5-TO-1 OVER ALL

... INCLUDING OUR OWN OLD

Here's the Full Score!

ON EVERY POINT
IMPORTANT TO SHAVING—

SMOOTHER SHAVES... 5½ to 1

CLEANER SHAVES..... 5 to 1

SAFER SHAVES..... 7 to 1

FASTER SHAVES..... 5 to 1

MORE SHAVES ^{PER} BLADE... nearly 2 to 1

Men in 10 cities—nationwide—compared NEW 1951 SCHICK
INJECTOR BLADES with whatever they had been using. Those
who preferred these marvelous new blades—rated them superior
by the huge margins above!



NEW 1951

Schick Injector Blades

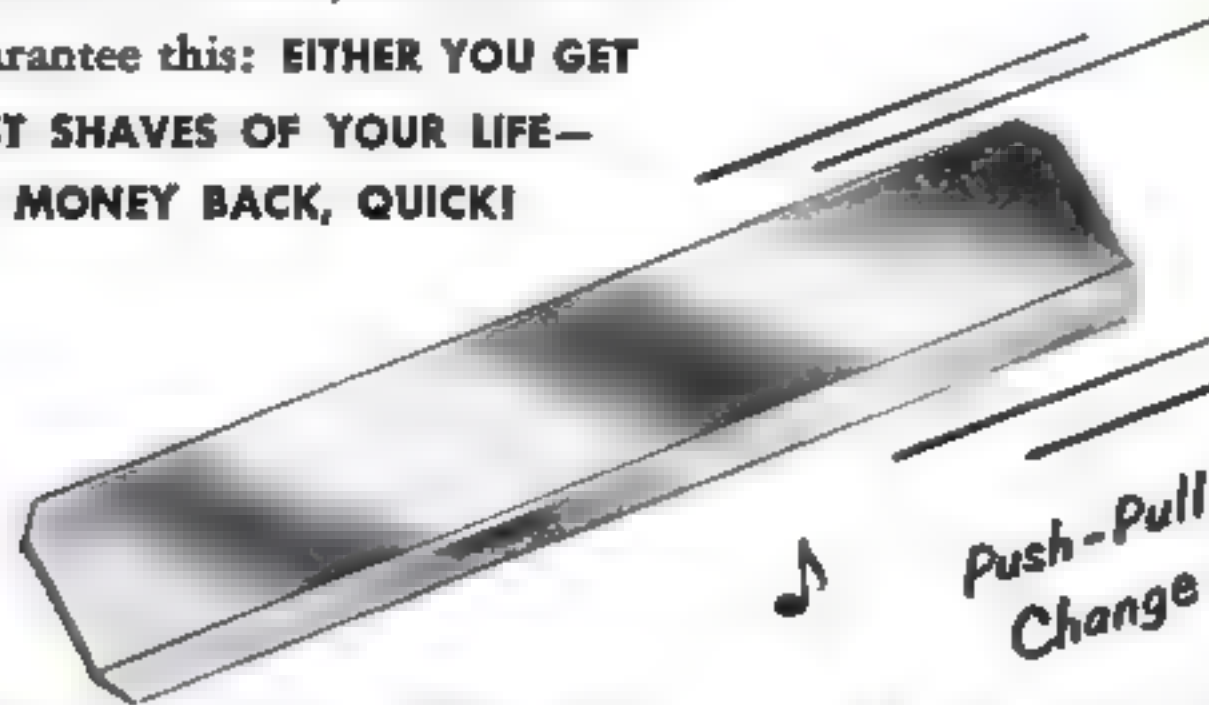
OTHERS

BLADES!

New Gold Pack Blades
Give You More and Better
Shaves—or your Money Back!

Now—to replace your old-fashioned blades (and razors)—these NEW SCHICK INJECTOR BLADES give you shaving that's as up-to-date as jet planes! Special, new surgical steel . . . made scalpel-sharp by new high-precision methods. The *only* blade ground to fit your injector razor *perfectly* . . . the cutting edge always at the *same*, *exact angle* for smoother, cleaner shaves!

So we guarantee this: EITHER YOU GET
THE FINEST SHAVES OF YOUR LIFE—
OR YOUR MONEY BACK, QUICK!



Push-Pull, Click-Click!
Change Blades That Quick!



WORLD'S ONLY
RAZOR WITH AUTOMATIC
BLADE CHANGER

• Today—get this complete shaving kit:
GOLD-PLATED SCHICK INJECTOR RAZOR;
12 NEW 1951 SCALPEL-SHARP BLADES;
HANDY TRAVEL CASE.

98¢

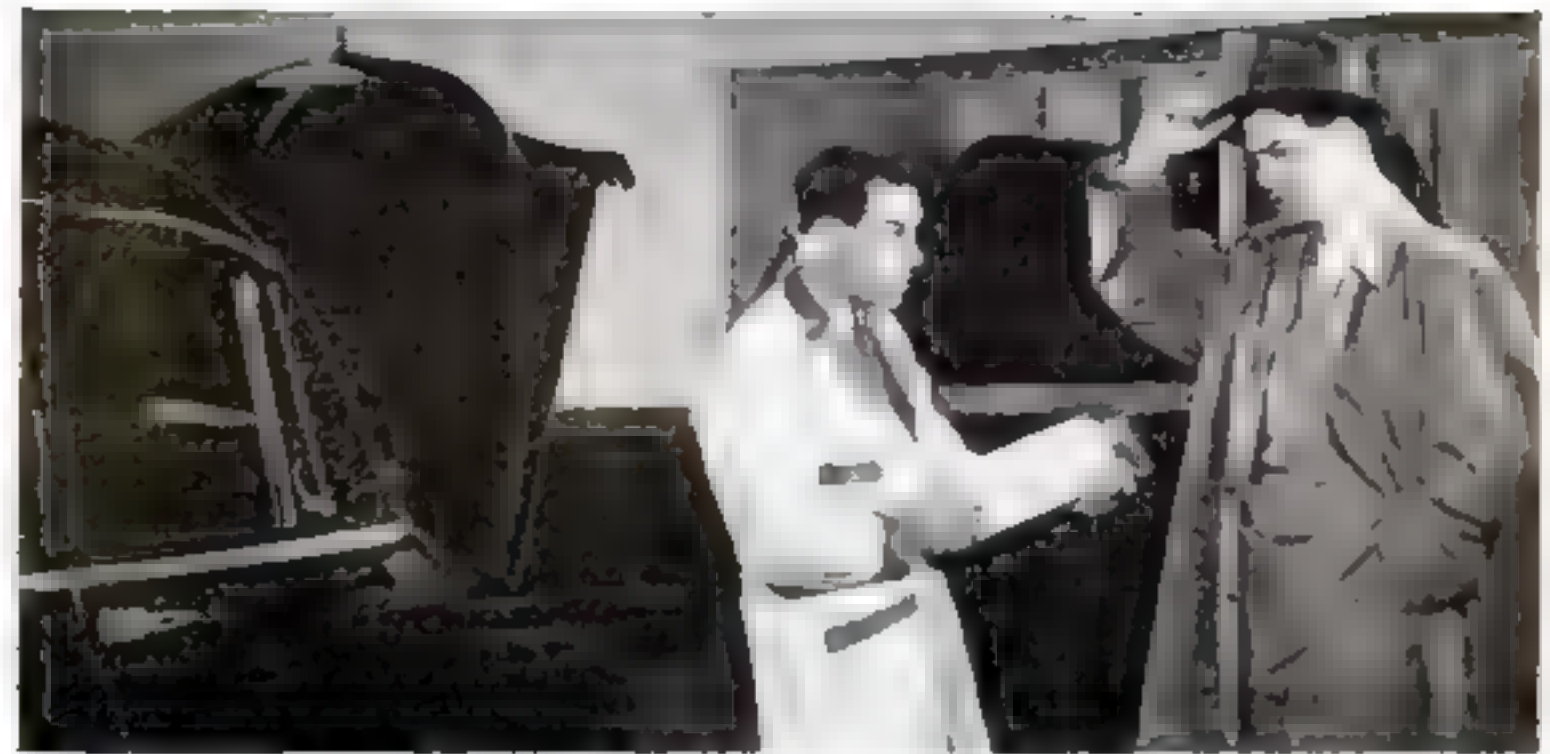
SCHICK INJECTOR BLADES

© 1951 Ever Sharp Inc.
350 Fifth Ave., N.Y.C.

What would YOU do...



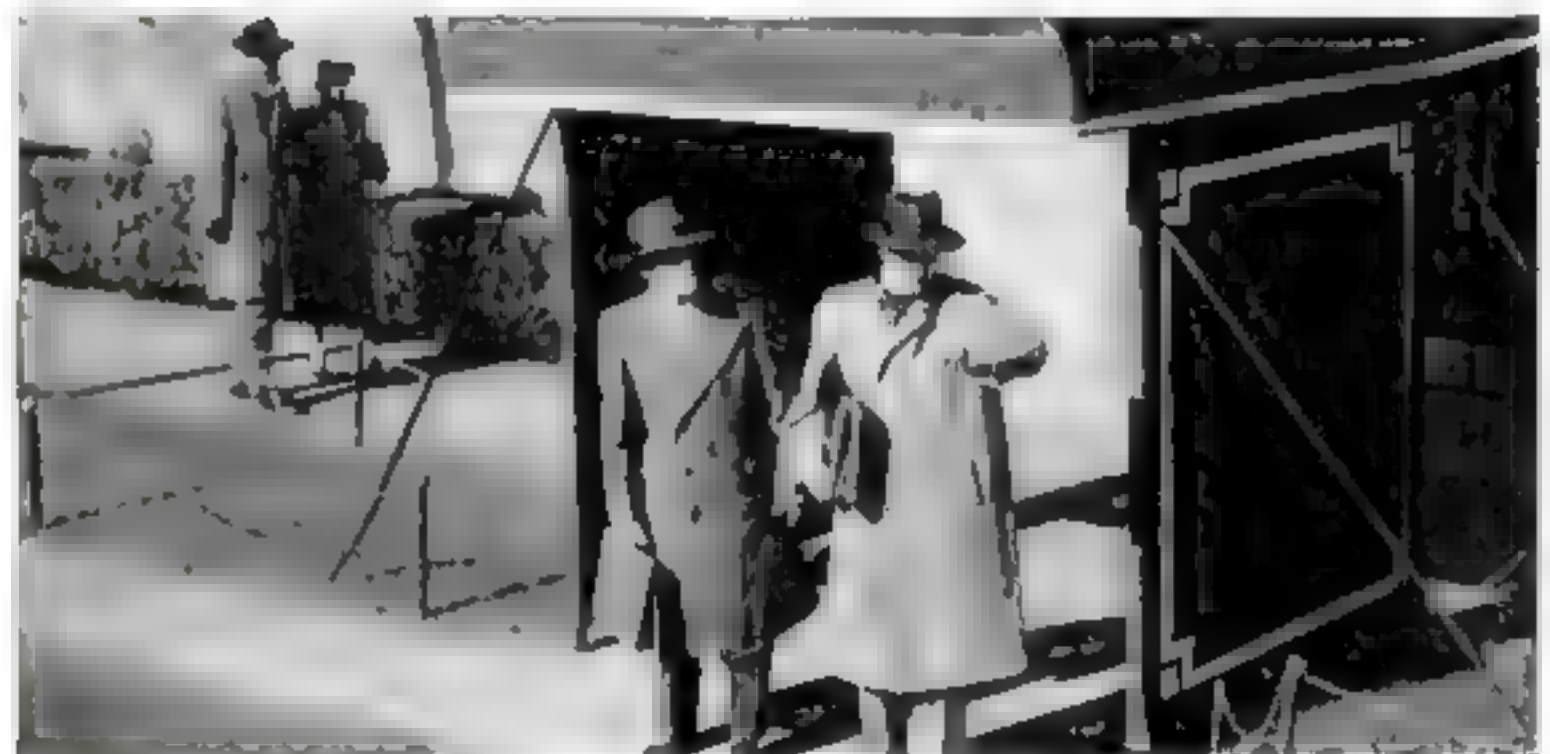
IF you need a car when your own car is being used by the family?



IF you need a car in a hurry when your own is in the shop for service?



IF you need a car for an hour, day or longer, but do not own a car?



IF you need a car for business or pleasure when you're away from home?

Here's the quick, convenient, low-cost answer...

Automobile transportation problems need never worry you—just rent a new car from Hertz! Go to your convenient Hertz station and in a matter of minutes drive out a fine new car as private as your own. And here, at last, is the worry-free driving you can really enjoy.

Insurance, gas and oil are furnished and the new car you rent from Hertz is expertly conditioned from sparkling wash job to thorough lubrication and tune-up.

Drive where you please, when you please... for you can rent from Hertz day or night for any length of time. Try it, soon, for family outings, golf, social events, any business or pleasure use... and find out for yourself what a money-saving convenience Hertz service can be!

For business or pleasure...enjoy the many HERTZ advantages

IT COSTS SO LITTLE... For example, at the Hertz station in St. Petersburg, Fla., 333 2nd Ave., South, the weekday rate is \$4.00 per 10 hours, plus 8¢ per mile, including gas, oil and insurance. Thus, the total cost for a 50-mile trip is only \$8.00, regardless of how many ride.

RENT FROM HERTZ EASY AS A.B.C.... A. Go to a Hertz station. B. Show your driver's license and identify yourself. C. Step into the car and go!

PRIVATE CAR PLEASURE... You drive a new Chevrolet or other fine car in splendid condition and as private as your own. Rent day or night, for an hour, a day, a week, or as long as you wish.

INSURANCE PROTECTION... You are always sure that you are properly insured when you rent a car from any Hertz station.

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Look in your telephone directory under "H" for your local Hertz station

You can rent a new car from HERTZ as easy as **A B C**

"BALI-HA'I...your special island" where there is plenty of easy living and easy loving is pointed out by Bloody Mary (Juanita Hall) to a trio of impressionable young warriors.



S.P. Rolls Along

IT CONTINUES TO BE AMERICA'S MOST TRIUMPHANT MUSICAL ROMANCE

For half a century most Americans thought S.P. stood for Southern Pacific railroad. But now anybody who keeps up with Broadway knows S.P. means a musical show which is winding up its second year in New York with never an unsold seat and is breaking all records on tour. Theater pundits like to explain *South Pacific's* success in terms of its new techniques—no extraneous dance numbers butting into the plot, no blackouts interrupting the action. But S.P. won

the public for other reasons too. Its story about the little nurse from Little Rock who found romance on a global scale when she met a French planter on a tropic isle gave audiences a chance to bask in a glow of healthy sentiment. Compared to *What Price Glory?*, the cynical old hit comedy of World War I, S.P. is a sermon on idealism set to music. As a salute to S.P., LIFE presents an album of familiar scenes, photographed with Mary Martin and the New York company.

CONTINUED ON NEXT PAGE



"HONEY-BUN" is a pet name given to the
 L. J. or B. J. (Mrs. M. L. L. J. or B. J.) who is
 up to the eyes in the camp's



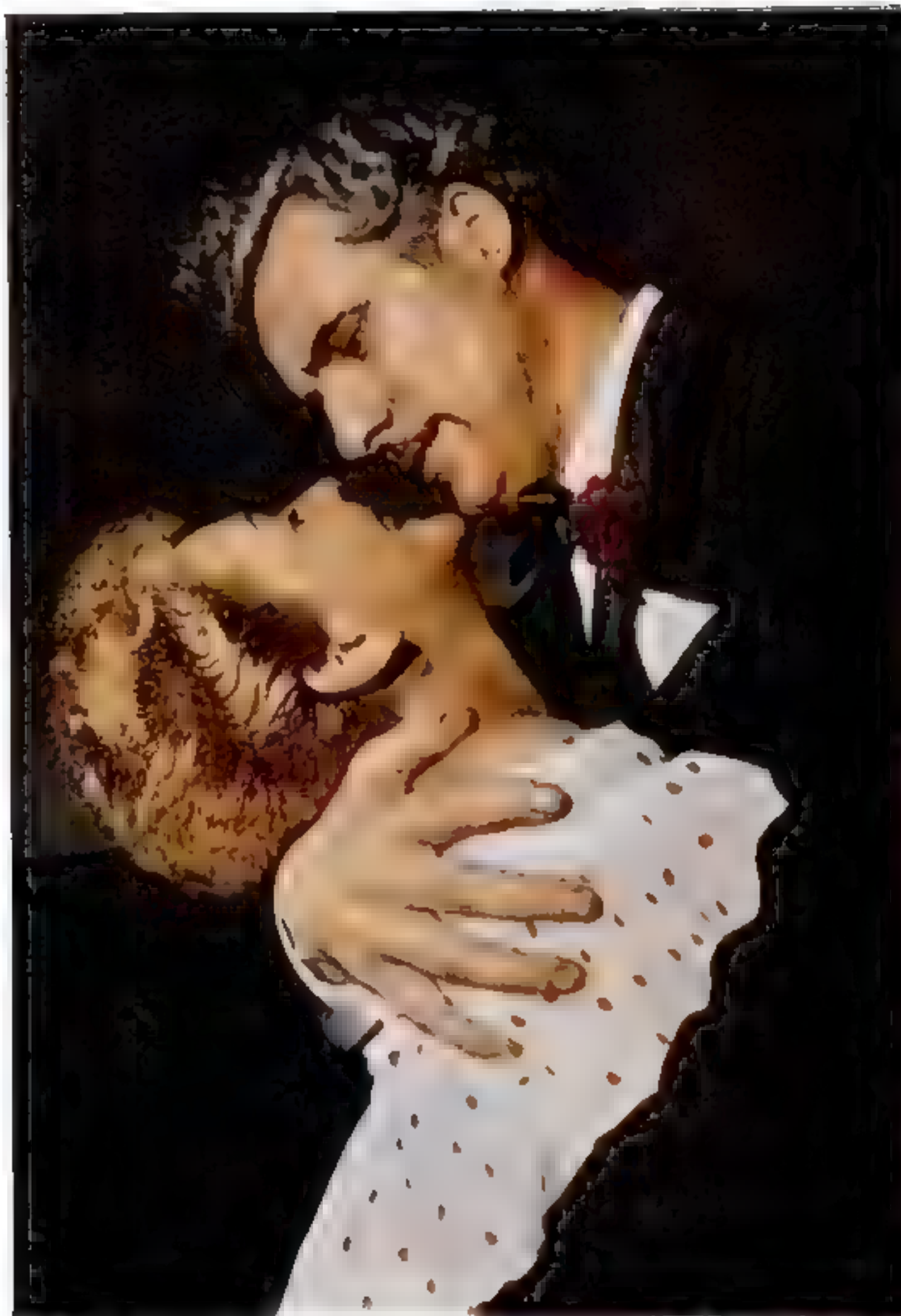
Thanksgiving for Ina, out of the set, in Nellie
 Ford's play, "The Star of the Sea", is a
 Honey-Bun because they are 'twix and a bit





"I'M GONNA WASH that man right outa my hair," sings Mary Martin as Nurse Nellie Forbush in one of the most stirring anthems ever written to woman's independence. With suds flying after her shampoo, Nellie is the very image of freewheeling womanhood—until the man she loves comes along again.

"YOUNGER THAN SPRINGTIME" is the love song with which Lieutenant Cable (William Tabbert) woos Liat (Betta St. John), the Tonkinese girl whom he is destined never to wed. Unlike most hits *South Pacific* has, with the exception of Pinza, kept all of its principal players intact during its long run.



"SOME ENCHANTED EVENING" is the song which brings Nellie and her French Planter, Emile de Becque, into each other's arms. The planter, played first by Opera Star Ezio Pinza, is still a heavy romantic threat as acted now by Ray Middleton (above).



Wonderful one-dish dinner...

SERVES 4 AT ABOUT 18¢ A SERVING

Ann Pillsbury's LONDON BEEF PIE



So quick... so easy

Here's the easiest meal you ever made. Crisp, flaky pastry—tender and "short"—encloses a savory blend of lean beef and vegetables in rich bubbling gravy.

All you need: a few minutes, one Pillsbury Pie Crust Mix, and Dinty Moore Beef Stew!

- PREPARE** pastry for two-crust pie as directed in Pillsbury Pie Crust Mix package. Roll 1 round of pastry into 8 inch pie pan.
- FILL** pan with Dinty Moore Beef Stew—contents of 1 can. Place top crust over filling, seal and flute. Cut slits for escape of steam.
- BAKE** in hot oven (450° F.) 10 minutes, then at 375° F., about 10 minutes. Serves 4.



NEW!

The pie crust mix that's made by the **DEEP-CHILLED PROCESS**

The Deep-Chilled Process is Pillsbury's exclusive way of blending fine shortening into the flour at low temperatures. This produces a flakiness, tenderness and uniformity of crust not possible in home practice.

All you need is:

DINTY MOORE BEEF STEW

and **Pillsbury PIE CRUST MIX**

THE BIG MEAL IN THE BIG CAN

1½ lbs. of good eating! Juicy lean beef slow-cooked in rich gravy with Idaho potatoes and garden carrots.

Geo. A. Hormel & Co.,
Austin, Minn.





THE MEDAL OF HONOR

IT IS BEING AWARDED AGAIN
TO THE HEROES OF A NEW WAR

In a short, sad ceremony in Washington this month President Truman greeted five proud families and, in the names of five brave men, presented to each the highest award that the nation can give. The award was the Medal of Honor. The men who won it (*below*) were absent, either killed or missing in action. They ranged in rank from a Pfc. to a major general and they were the first to win the medal in the Korean war. One by one their next of kin stepped up to receive for them the simple five-pointed star inscribed with the word "valor" and awarded for "conspicuous gallantry and intrepidity above and beyond the call of duty." In a low voice the President spoke. "I want to pay tribute," he said, "to the ground soldiers, who fight from trenches and machine-gun nests. . . . They are not the glamour boys of the services but they are the men who win the wars." As he went on to list the deeds these men had done, it was easy to see why the Medal of Honor is awarded posthumously more often than not. But there are men in the U.S. who have won the medal and are now living unpretentious, civilian lives. On the following pages *LIFE* visits some of these and tells what they have done.



MAIZIE WATKINS, 22, A SERGEANT'S WIDOW, CHOKES BACK HER TEARS AS SHE RECEIVES HIS MEDAL



LIEUTENANT HENRY

Frederick Henry of Clinton, Okla. ordered his platoon to withdraw and gave his life to stay and cover their retreat.



SERGEANT WATKINS

Travis Watkins of Gladewater, Texas, paralyzed from the waist down, also ordered men to leave, stayed to cover them.



PFC. BROWN

Melvin Brown of Mahaffey, Pa., still listed as missing, defended his position with rifle, grenades and finally a shovel.



GENERAL DEAN

William F. Dean of Berkeley, Calif., now missing, was last seen on foot attacking enemy tank with grenades.



SERGEANT TURNER

Charles Turner of Boston manned an exposed machine gun under heavy fire for 20 minutes until he was killed.

IT IS ONE OF THE HARDEST AWARDS IN THE WORLD TO GET

Both the Army and Navy have Medals of Honor, slightly different in design but identical in importance. The Navy's was created in 1861, the Army's in 1862, both to honor Civil War servicemen. The first Medal of Honor was presented by Abraham Lincoln in 1863 to six soldiers who had captured a Confederate train at Big Shanty, Ga. However, Sgt. Major Frederick Gerber in 1871 got a medal for "gallantry in many actions . . . covering a period of 32 years." Since that period began in 1839, Gerber technically was first to earn the award.

The medal carries enormous prestige—Harry Truman remarked he would rather have it than be president—but has little additional value. It costs about \$3 and entitles its recipient to receive \$2 monthly in extra pay and a pension of \$120 a year. In its first few decades it was issued at random, usually for genuinely heroic acts, although one man got it for chasing cattle rustlers. An entire regiment of Maine volun-

teers (864 men) was decorated with it during the Civil War because they elected to keep on fighting after their enlistments expired, but Congress later took the medals back. No civilian has ever received it, and there have been only two awards for peacetime deeds—to Colonel Charles A. Lindbergh and Major General Adolphus W. Greely, ret. Fifteen men have won the medal twice. There have been 3,044 awards since 1862, most of them prior to 1900. Since then the medal has been given sparingly (123 in World War I, 431 in World War II) and only after the most rigorous investigation.

Other nations have similar awards of which they are equally proud, but only one—Britain's Victoria Cross—is harder to get. Most V.C. awards are posthumous, and there have been only about 1,300 since it was created in 1856. In Germany the Iron Cross was once considered a fine decoration, but during World War II it became simply a drab base upon which Hitler

and Goering built a jeweler's nightmare called The-Oak-Leaves-with-Swords-in-Diamonds-on-the-Knight's-Cross-of-the-Iron-Cross. In France the Grand Cross of the Legion of Honor is the top award, but has been given so often that Writer André Gide remarked, "It is impossible to imagine a Frenchman reaching middle age without getting syphilis and the Cross of the Legion of Honor."

Russia's most valued medal was until recently the Order of Lenin—Yakov Malik got it in 1945 for his "successful fulfillment of government assignment during the war" (he was the ambassador to Japan). Nowadays, however, the Gold Star is tops. When a man is awarded the Gold Star the Order of Lenin is automatically thrown in and he becomes a Hero of the Soviet Union to boot. This gets him a small pension, the privilege of going to the head of lines, free education for his children and free rides on Moscow streetcars for the rest of his life.

JAMES M. LOGAN



At Salerno in 1943 the first wave of the 36th Infantry Division came under heavy fire from a German machine gun hidden behind a wall. In the midst of the fire Sergeant Logan jumped from his place in a ditch and ran 200 yards to the wall. He crawled along the wall to the gun position. Leaping to his feet, he killed two gunners behind it, vaulted the wall, captured two prisoners and then turned the gun on the fleeing enemy. When his ammunition ran out he smashed the gun on the rocks and re-

turned to his lines with his prisoners. Now, in New London, Texas, Logan works as an oilfield roustabout and is too busy buying his house and feeding his wife and two children to think about the last war or his medal.

MELVIN MAYFIELD



In the last fierce days of fighting on Luzon in 1945, Japs holed up in the rugged Philippines' Cordillera mountains had withstood four major assaults of the 6th Division and 12 days of intense bombardment. Their stubbornness was holding up the division, and Corporal Mayfield, 26, a tall and lanky Ohioan, volunteered to clear out the four most troublesome caves. With grenades and a carbine he did the job in five hours. When he got home to Nashport, he got married and went to work in his

father's farm and sawmill. His first wife died. Two years ago he married again and now has two children. "Truman and the State Department," thinks Mayfield, "let the country down by not being prepared for this war."



CONTINUED ON PAGE 71

Cheeselovers! Here at last... the perfect way to buy *SLICES!*

8 PERFECT SLICES cut, wrapped,
sealed by Kraft right after the
fine process cheese is pasteurized

Extra delicious, extra mellow process cheese in absolutely perfect, sandwich-size slices!

A wonderful new invention makes possible these Kraft De Luxe Slices that are cut, wrapped and sealed right after pasteurization. They're Kraft-pro-

tected all the way to your own kitchen!

The handiest thing you've ever had for grand cheese sandwiches and snacks. Discover the extra delicious and perfect Kraft De Luxe Slices and you'll never buy ordinary sliced cheese again. Try all five delicious Kraft kinds soon.

Kraft De Luxe Slices

Try all 5 favorites! Kraft American • Kraft Pimento
Kraft Swiss • Kraft Brick • sharp Old English Brand

THE WORLD'S FAVORITE CHEESES ARE MADE OR IMPORTED BY KRAFT

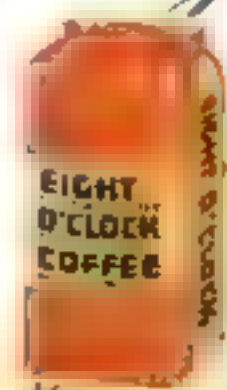


Good... any time... on any table!

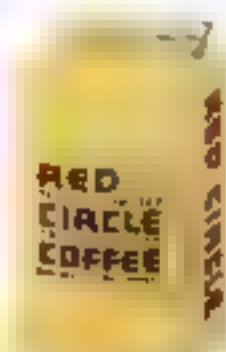
If you want coffee that's downright good, change to A&P Coffee. Here's what you get: (1) A choice of three fine blends of coffee (mild, medium or strong) — instead of just a single blend. (2) You'll get really fresh coffee, Custom Ground to your order for the way you make coffee — not just a factory ground blend. (3) You'll get coffee at remarkably reasonable prices — not coffee that you pay a premium for.

Folks like these things about A&P Coffee — that's why they've made it the largest selling coffee in the world. Try it now — is a good time to enjoy it on your table!

A&P COFFEE
AT ALL A&P FOOD STORES



Mild and
Mellow



Rich and
Full-bodied



Vigorous
and Winey

GOOD SAVINGS, TOO!

Because the profit on A&P Coffee is only 1¢ a pound, these superb coffees offer you real savings. No wonder more folks than ever are changing to A&P Coffee... the truly big coffee value!

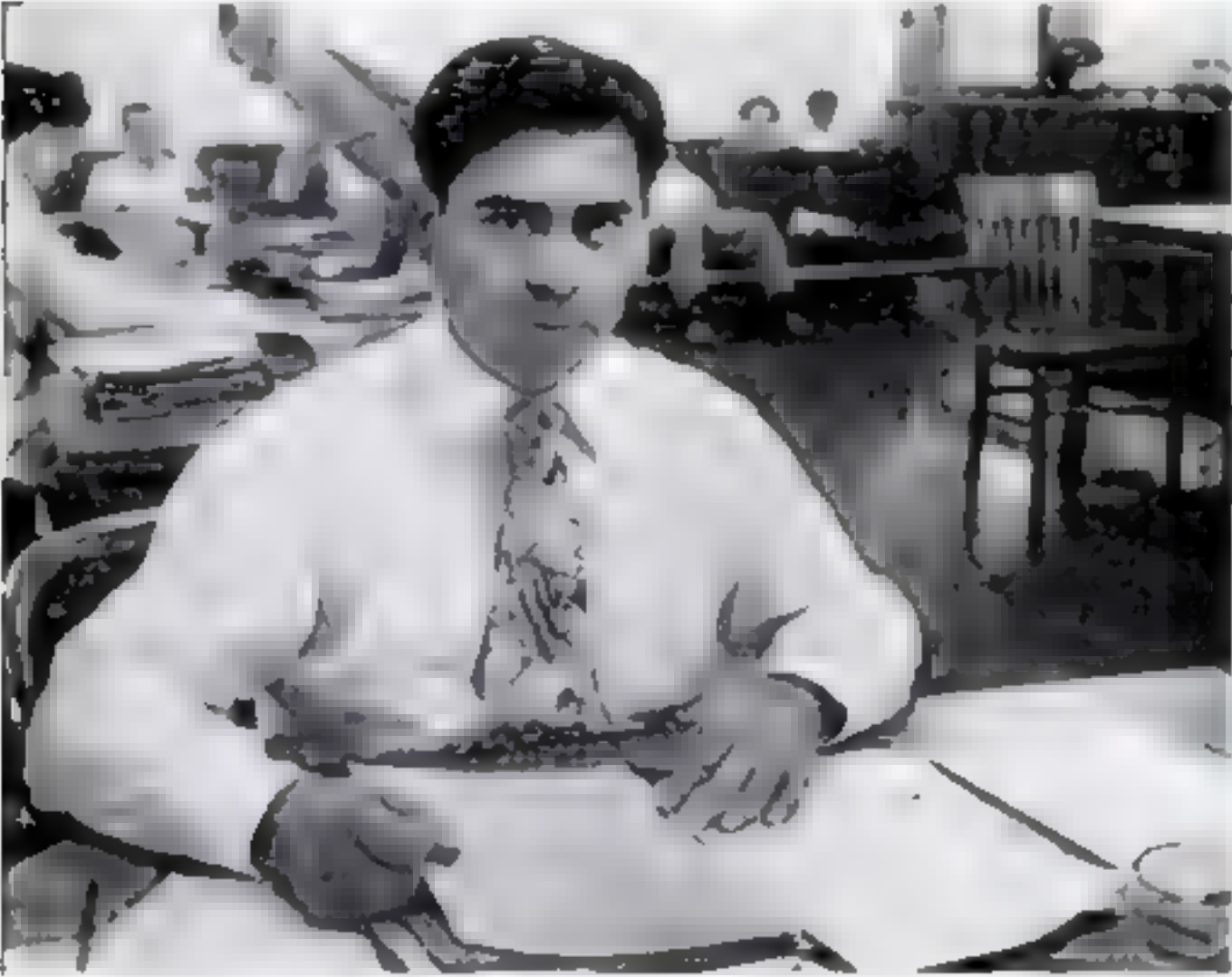


Cups are old English china, circa 1815

MARCARIO GARCIA



Near Grosshau, Germany in 1944, though badly wounded, Sergeant Garcia singlehandedly destroyed two machine-gun nests. He had reason to be proud of his medal. One night, back in the States, he went into a restaurant named the Oasis Cafe, near Houston, Texas. He was refused service because he was a Mexican. He argued, and before it was through was charged with aggravated assault and put in prison. From all over the state contributions totaling \$2,119 came in for his defense. The case was dismissed, and with the money he bought a home for his father, mother and eight brothers and sisters. Now he holds a \$4,325-a-year job with the Veterans Administration.



WILLIAM FINN



When the Japs hit Pearl Harbor in 1941, Chief Petty Officer Finn manned a ground machine gun against strafing attacks and dive bombers even though he was wounded in the chest, arms and legs. On orders, he left his gun, but returned to supervise the rearming of U.S. planes. After the war, with 21 years' service behind him, he retired, settled down with his wife and son in San Diego and set up a gunsmith's shop, where he does the neighborhood's odd repair jobs. The week war broke out in Korea, Finn volunteered, and is still waiting for orders. He says, "I don't approve of sending a whole bunch of green kids into action when you can call up veterans from the reserves."



CONTINUED ON NEXT PAGE



Make parties gay
colorful and carefree
with **Serviset**



The colorful VALENTINE design is appropriate for your holiday parties.

The BIRTHDAY design adds gaiety to the occasion.

Besides, no dishes to wash—and no broken dishes.

SERVISET comes in 18 matched designs for almost every special occasion and for everyday use. Reasonably priced, too.

SERVISET consists of "Handi-Handle"® paper cups and plates; matching napkins and tablecover; plastic spoons and forks. SERVISET items may also be bought singly . . . at your favorite store . . . or write for name of nearest dealer.

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I love undies of **Spun-Lo**
 long wear makes big news
 smooth fit rates headlines



You'll love the sensational, low cost
 choose from many styles...
 demand one label... **Spun-Lo**



INDUSTRIAL RAYON CORPORATION • Cleveland, Ohio
 Producers of continuous process rayon yarns and **Tyron** cord for tires

Medal of Honor CONTINUED

ARTHUR M. PRESTON



In 1944 a wounded U.S. Navy pilot bailed out and landed in the South Pacific sea near the Jap-occupied island of Halmahera. He tied himself to an anchor chain of an abandoned boat, and Jap boats set out from their island to get him. While strafing U.S. fighter planes held them off, Lieutenant Preston's PT boat went in to try to rescue the pilot. Under continuous fire from Jap guns for two and a half hours, Preston and his crew finally got the pilot and the ship out safely. Today, at 37, he is the father of three children, owns a comfortable home in Washington, D.C., belongs to the Chevy Chase country club and is an up-and-coming junior partner in a law firm.



RUFUS G. HERRING



Of 12 U.S. Navy LCIs which had sped into the harbor at Iwo Jima in 1945, only Lieutenant Herring's ship remained afloat. Japanese shore batteries had sunk the others, and Herring's, crippled and burning with three-quarters of the crew wounded or dead, wallowed helplessly in the waves. Herring, himself wounded in the shoulder and foot and still directing the fire of his ship's 20-mm guns, took the helm from the dead pilot and managed to head the ship to sea.

Later, in a Navy hospital, he fell in love with his nurse. Now they are married and live in Roseboro, N.C., where he runs a farm, a lumber business, is Sunday school superintendent and has been elected mayor.



CONTINUED ON PAGE 73

So much more pleasure for your money

THE MAGNIFICENT NEW CROSLEY

Full Room Vision . . . with the new Crosley wide-angle Family Theatre Screen.*

New Super-Powered Circuit . . . the extra power required for clearer, sharper pictures on today's big picture tubes.

New Precision Contrast Control . . . gives you the extra contrast and crispness you need for lifelike picture quality. No murky gray pictures.

New Patented Built-in Dual Antenna . . . the first entirely automatic, omni-directional built-in dual antenna . . . exclusive with Crosley.

New Improved Unituner . . . gives more precise tuning for picture and sound.

Theatre Tone . . . matched Crosley speaker and audio system provide the full range of sound you are accustomed to hear in the movies.

Quality manufacture and super inspection . . . assure years of carefree pleasure with your Crosley Family Theatre Television set.

20 beautiful new models . . . each authentically designed to fit an individual need in styling, picture size and price. Choose yours today . . . at your Crosley Dealer's.

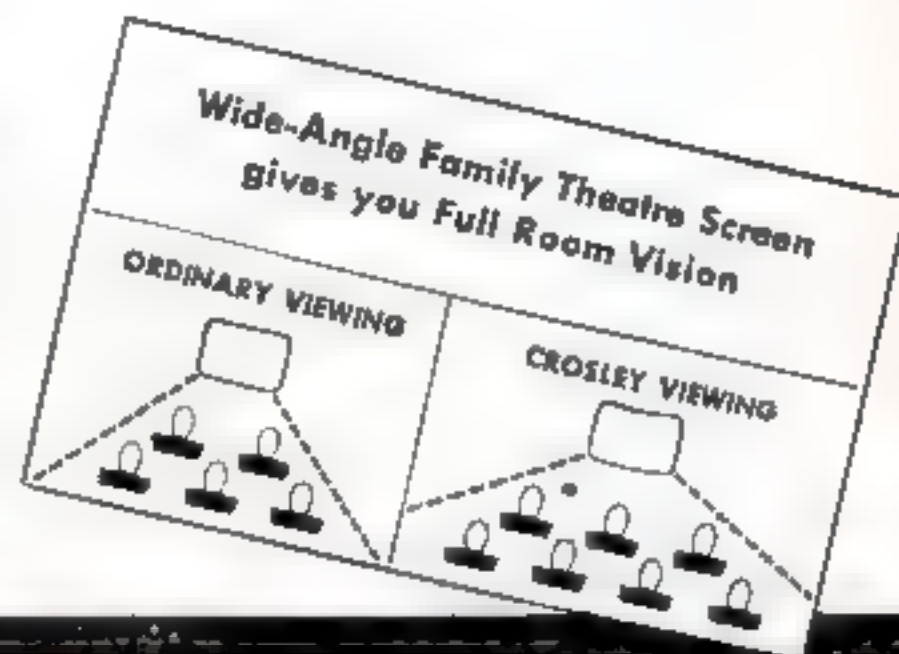
*Patent Pending

Crosley Division
Cincinnati 25, Ohio



BETTER PRODUCTS FOR HAPPIER LIVING

Refrigerators Freezers Stoves Garbage Disposals Radios Electric Ranges Electric Water Heaters Steel Kitchen Cabinets Televisions



19-INCH Console Model 11-484. Cabinet superbly finished in blond wood veneer. Offered also in rich mahogany wood veneer.

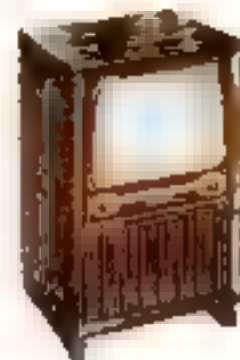
CROSLEY
Family Theatre
TELEVISION



17-INCH Console Model 11-460. Stunning cabinet with bow front in selected, rich mahogany wood veneer. Offered also in blond wood veneer.



17-INCH All Entertainment Console Model 11-444 in rich mahogany wood veneer. AM radio, 3-speed record player. Offered also in blond wood veneer.



18-INCH Console Model 11-485. Cabinet of rich walnut wood veneer, hand-rubbed to satiny luster. Offered also in mahogany and blond wood veneers.

THE PACE-SETTING DESIGNS ARE COMING FROM CROSLEY!

"I guarantee you'll make
OLD-FASHIONED DEVIL'S FOOD CAKE
JUST LIKE MY MOTHER USED TO MAKE
thanks to my New DUFF'S DEVIL'S FOOD MIX!"



Says
Dorothy Duff

of the famous Duff's Kitchen

"Exciting" isn't the word for it! My new Duff's Devil's Food Mix in the big, new package is little short of a miracle!

You'll see why I'm so enthusiastic—once you try my brand new, grand new product. All you add is milk, and I personally guarantee you'll bake a Devil's Food Cake that is three ways better: You'll get higher layers . . . lighter texture . . . plus that unmistakable, old-fashioned moist-keeping freshness.

The weeks and months of test-baking and experimenting with recipes and ingredients in our home kitchens brought real results. Yes, my new Duff's Devil's Food Mix will give you old-fashioned Devil's Food Cake just like my mother used to make . . . every single time you bake! And that's a promise!

Try all 3 New
DUFF'S CAKE MIXES
Devil's Food • Layer Cake • Spice Cake



I guarantee* perfect results
with my new Duff's Cake Mixes!
Just add milk (not water)
and follow the new easy directions
on the package!

*If you are ever dissatisfied with any one of my Duff's Mixes, just drop me a note telling me your reasons. Send me the carton top, your name and address and state the price you paid, and I will refund your money. Address: Dorothy Duff, Duff's Kitchen, Hamilton, Ohio.



AUDIE MURPHY



When Audie Murphy was 20 he already had more medals (17) than any other U.S. soldier of World War II. He got the big one for a day's work near Holtzwihr, France. From a burning tank destroyer he kept firing a .50-cal. machine gun and saved his company from German capture. His medals got Murphy a contract in Hollywood and there he married Starlet Wanda Hendrix. But the marriage broke up. Last summer Murphy starred as a Civil War soldier (below) in

The Red Badge of Courage, then did a short hitch in the Texas National Guard. Now back in Hollywood, he expects to don his uniform for good in a few months—but minus the medals. He has given them all away.



EVERETT PARKER POPE



On Peleliu Island, Captain Pope and 95 men started under murderous fire to take strategic Hill 100. They took the hill but only 14 men were left when they reached the top and then, with ammunition running low, they fought off savage Japanese attacks with rocks and bare fists. After the war Pope settled in quiet Braintree, Mass., worked in a Boston bank, taught Sunday school, bought a handsome Colonial home, had two sons. He was on the way up in the bank

when war broke in Korea. Reservist Pope left his job, found a substitute teacher, shuttered his house and moved his family to Camp Lejeune, N.C., where, now 31, he is a major training a new generation of Marines.



Ralph Bellamy, distinguished star of stage and screen

Actors' faces are extra-sensitive

But Ralph Bellamy finds this remarkable new shaving cream helps keep his face youthfully soft and good-looking!

Actors, more than any other group of men, must look their young, healthy best at all times. But wearing and removing heavy stage make-up leaves actors' faces extra-sensitive. This means painful discomfort during shaving and can even lead to wrinkled, old-looking skin.

To help actors—and other men with sensitive skin—maintain a young and healthy appearance, The J. B. Williams Company has added an amazing new substance to Williams Shaving Cream. This new ingredient, Extract of Lanolin, helps protect the

face against excessive dryness and daily blade scrape.

Now—every time you shave with the New Williams Shaving Cream—you give your face the benefit of Extract of Lanolin, which helps preserve the youthful qualities of the skin. If your position calls for a well-groomed look from morning till night, or if your face is sensitive to the sharp cutting edge of your razor, you'll want to start using the New Williams Shaving Cream right away. Same tube—same carton—but now containing wonderful new "Extract of Lanolin!"

Top Quality work clothing



Look for these Advantages

- SANFORIZED FABRICS...wash and iron perfectly
- GRADUATED PATTERNS...to assure correct and comfortable fit
- FIT AND LOOK like dress pants and dress shirts

At your favorite store, or write for name of your nearest dealer
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WORK PANTS • SHIRTS
 MATCHED SETS
 "Wear like the name"



Only America's Finest Pipe Tobacco comes in a Real Pouch

- The Edgeworth pouch fits snug in your pocket. It's comfortable—convenient.
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MAKE YOUR PIPE DREAMS COME TRUE.
 ENJOY TODAY'S SUPER-MILD EDGEWORTH



Longer lasting—**15¢**
 Cooler smoking—



Nearest military port to Far East, Seattle is unlike any other American city in customs, climate, and commerce. But in the way its citizens respond

to and regard LIFE, Seattle is like city after city in America. In Seattle 3 out of 5 people* find LIFE is by far the most interesting magazine published.

What happens when **LIFE** hits Seattle?

As a LIFE reader, it may interest you to see LIFE's penetrating effect on the life of Seattle.

On these pages are some examples of this effect. LIFE impresses the minds of Seattle's civic leaders. LIFE launches the careers of Seattle's citizens. LIFE stimulates the life of Seattle's commerce.

Across the nation—as in Seattle—LIFE has the same sort of effect. And there's good reason why...

A recent significant research study* has found that, in the course of 13 issues, LIFE is read by more than half the nation... and is most regularly read in the best educated, highest income groups.

Indeed LIFE has entered the lifeblood of America for it has become part of the commerce and culture, the entertainment and enlightenment of Americans everywhere.

* From the new important Accumulative Audience Study by Alfred Politz Research, Inc., which measures the number of people who read a single issue of LIFE (23,950,000 Americans), reveals how this audience grows in the course of thirteen issues to a total of 62,600,000 different people; and analyzes the characteristics of that audience.



Governor Arthur B. Langlie acclaims LIFE: "LIFE brings the whole world into clearer focus for us here in the Pacific Northwest, and for people throughout America."



Vice-president Dave Beck, International Teamster's Union: "It is not necessary to always agree with LIFE to know it's the most significant journal published."



Mayor William F. Devlin says: "Seattleites are accustomed to the better things in life. That's why they read and enjoy LIFE's stimulating and up-to-date articles."

Across the nation only **LIFE** has this local impact

ON CAREERS . . .



Ambitions of student actresses at University of Washington's Drama School are aided by Director Glen Hughes. About LIFE story on school, Mr. Hughes said: "The public reaction was immediate and widespread. My desk filled with letters and the box office boomed." In LIFE's audience are over 13 million young adults aged 20 to 29.*



Satisfaction smile on Bill Anacker's face follows LIFE story about his and brother Ken's repair shop, "Bill Ken Fix-It." They said: "Our business doubled. We are now dealers for several national lines."



Appreciation was expressed by Mrs. Robert Blackstone (one of LIFE's 31,550,000 feminine readers*) after LIFE aided her marriage to Korean-bound Marine. "LIFE tied our lives and careers together."



Celebration parade was held by "3 GIs," George Lamaine, Don Wallace, and Buford Seals, owners of war surplus business, after they appeared in LIFE. They report effect of the LIFE story: "Everybody in town seemed to know who we were. LIFE has become a major factor in our success." The "3 GIs" are among LIFE's 31,050,000 male readers.*

ON COMMERCE . . .



Retailer Rex Allison, President of Bon Marche Stores: "Each week I appraise LIFE's news stories and advertisements as a merchandising guide so our stores may satisfy buying urges aroused by LIFE's impact." Important to retailers are two facts about LIFE's readers: over half are homeowners; two-thirds are in middle and upper economic groups.*



Designer W. E. Beall, V. P. in charge of engineering for Boeing Airplane Co.: "In these days of world confusion, LIFE's reporting of the news takes on an even more important role in the life of our city."



Wholesaler E. S. Carter, President of Harper Megee, Inc.: "LIFE has the unique power to build acceptance. We are always grateful when our principals use the advertising pages of LIFE to pre-sell customers."



Key man in salmon fishing industry, Mr. Nick Bez, says: "LIFE's articles have always impressed me as penetrating and vital. Through its combination of pictures and news stories, LIFE plays an important part in developing the thinking of people in the Pacific Northwest." 70% of all business executives, owners and professional people read LIFE.*

PAL

HOLLOW GROUND

Your Best Blade Buy!

Lasts longer
Shaves better • Costs less

**PROVE IT YOURSELF
AT OUR EXPENSE**



PAL Hollow
Ground
razor



Lead 8 ads
Ground
Jack

Make this test. Don't risk a penny. Buy a package of PALS. Use as many as you wish. Then if you don't agree they're your best blade buy ... more shaves, better shaves, at lowest cost ... return the dispenser to us for refund of full purchase price. (If your dealer can't supply you, send us his name and address. Order the type of blade you want and enclose payment. We'll reimburse your dealer.)

Pa Blade Co., Inc.,
Dept. L-1, 43 West 57th Street, N. Y. 19

**PAL
INJECTOR BLADES**

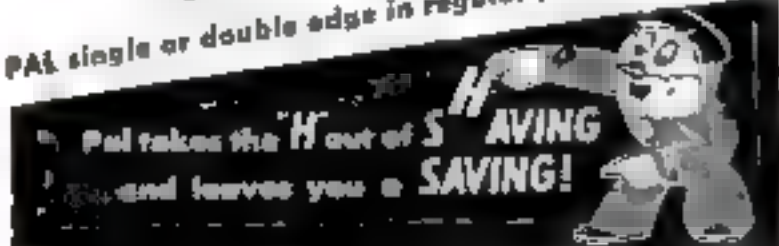
20 for 59¢

10 for 39¢ • 6 for 25¢

also
PAL DOUBLE & SINGLE EDGE
in ZIPAK® dispenser

44 for 98¢ 21 for 49¢
10 for 25¢

PAL single or double edge in regular packing, 4 for 10¢



PERCHED ON A FINGER, THE HARMLESS GIANT (TOP) STANDS PLACIDLY WHILE COMMON MOSQUITO SUCKS BLOOD

CANNIBAL MOSQUITO

Giant breed is harmless to humans
but preys on its own stinging kin

The mammoth mosquito shown above towering over a normal-size relative is the newest weapon in Hawaii's ceaseless war against its troublesome mosquito population. The hook-beaked giant, known to science as *Megarhinus brevipalpis*, has two qualities which make it a friend of man. It cannot sting, for its curved, dull proboscis is incapable of piercing human skin. And in its larval stage it has an insatiable appetite for the smaller larvae of its blood-sucking cousins, which it consumes at the impressive rate of 25 a day. Recently Hawaii's Bureau of Mosquito Control imported a bevy of these cannibals from their native South African forests. The insects were bred in captivity, then turned loose on the local mosquitoes, which, incidentally, were themselves accidentally imported from other parts of the world. If the cannibals thrive, they may eventually rid Hawaii of its stinging pests.



GIANT LARVA, suspended from water's surface, chews on common larva as second giant (right) reaches for a bite.



The Secret is Out....

Now you can serve the

MENU MARVELS

of the finest Hotels, Clubs and Restaurants



Serve Sexton BLUE LAKE Green Beans
—firm, tender, delicious!

Whole BLUE LAKE Green Beans are on the tables of America's most exclusive eating places. Picked and packed for Sexton where nature and skill combine to produce the ultimate. Served goodness that offers a new taste sensation for your guests.



For three generations world-famous chefs have depended on famous Sexton Foods for their "culinary magic."

Now you can stock your pantry with home-size containers of these same fine foods, made from treasured old recipes, and pay no more than you would for ordinary "kitchen brand" foods.

Sexton QUALITY FOODS

Preferred by Famous Chefs
Priced for Home Budgets

Sexton

America's largest exclusive suppliers of foods for fine restaurants, clubs, hotels, hospitals, schools, dining cars and air lines.



WHAT OLIVES! Sexton Colossal Spanish Queen Olives—whole or stuffed with pimientos from Spain. Served sparkling green, they give your table a gala, colorful look to whet your family's appetite. They are sealed in bottles to fit your family's pocketbook.

Sexton Quality Foods in family size are sold only by Selected Independent Grocers.
Ask for them.



Sexton Alamo Zestful Seasoning! A masterful blend of spices, herbs, salt and sugar that gives a delicious flavor to any dish—a gourmet's delight!



THE LUXURY TEA! Famous Sherman Tea Bags bring you the delicate, fragrant tang of tea at its bracing best. Lets each person have individual service, with strength to his taste, in this blend of India's, Ceylon's and Darjeeling's choicest leaves.

GROCERS! If you haven't already ordered your assortment of Sexton Quality Foods, write us at once. Excellent trading areas still available. Address: John Sexton & Co., Chicago, Ill., Est. 1883



STRAPLESS SLACKS on floor viewer combine tight pants and top in one piece (Frances Sider, \$25) Sweater is home-trimmed (LIFE, July 3).

CLOTHES FOR

In home entertaining the seating situation

This winter a lot of women who used to dress formally to entertain at home have found themselves and their guests sitting on the floor after dinner to look at television. This position is not graceful in a short, tight cocktail dress or practical in an elaborate evening gown. A successful solution for floor-sprawling TV fans is "at-home clothes," which are colorful, comfortable fashions in which a hostess



SOOT BLACK PANTS in velveteen and jersey top are brightened by a silk apron (all Clare Potter, about \$125) and gold strap sandals (Julianelli, \$26.50).





FORMAL FLANNEL with brick wall pattern is used for bare top (\$15) and full skirt (\$25, both Anne Fogarty). Jeweled slippers (Lux) are \$6.

TV WATCHING

calls for a special kind of evening clothes

can safely relax on the rug. The fabrics used are warm, tough velveteens, jerseys and flannels made into full skirts or slacks, which range from the slim red overalls shown at left above to the full harem trousers at right. Adding elegance to comfort they are worn with dressy shoes, plenty of jewelry and tops which usually have necklines low enough to compete with almost anything on the TV screen.



SERAGLIO TROUSERS that look like a skirt when wearer is standing are striped wool (\$25), worn with a brilliant velveteen top (\$10, both Sportswirl).

BLANKET PLAID makes both skirt (\$25), worn with yellow jersey top (\$15, Mary Blair), and matching set of three TV hassocks (George Reichhelm, \$35).



"WINTER EVENING AT HOME," by Douglas Crockwell. Number 51 in the series "Home Life in America."

In this friendly, freedom-loving land
of ours—*beer belongs... enjoy it!*



*Beer and ale -
mealtimes favorites*

AMERICA'S BEVERAGE OF MODERATION
Sponsored by the United States Brewers Foundation... Chartered 1862



FANCY PANTS FOR KIDS



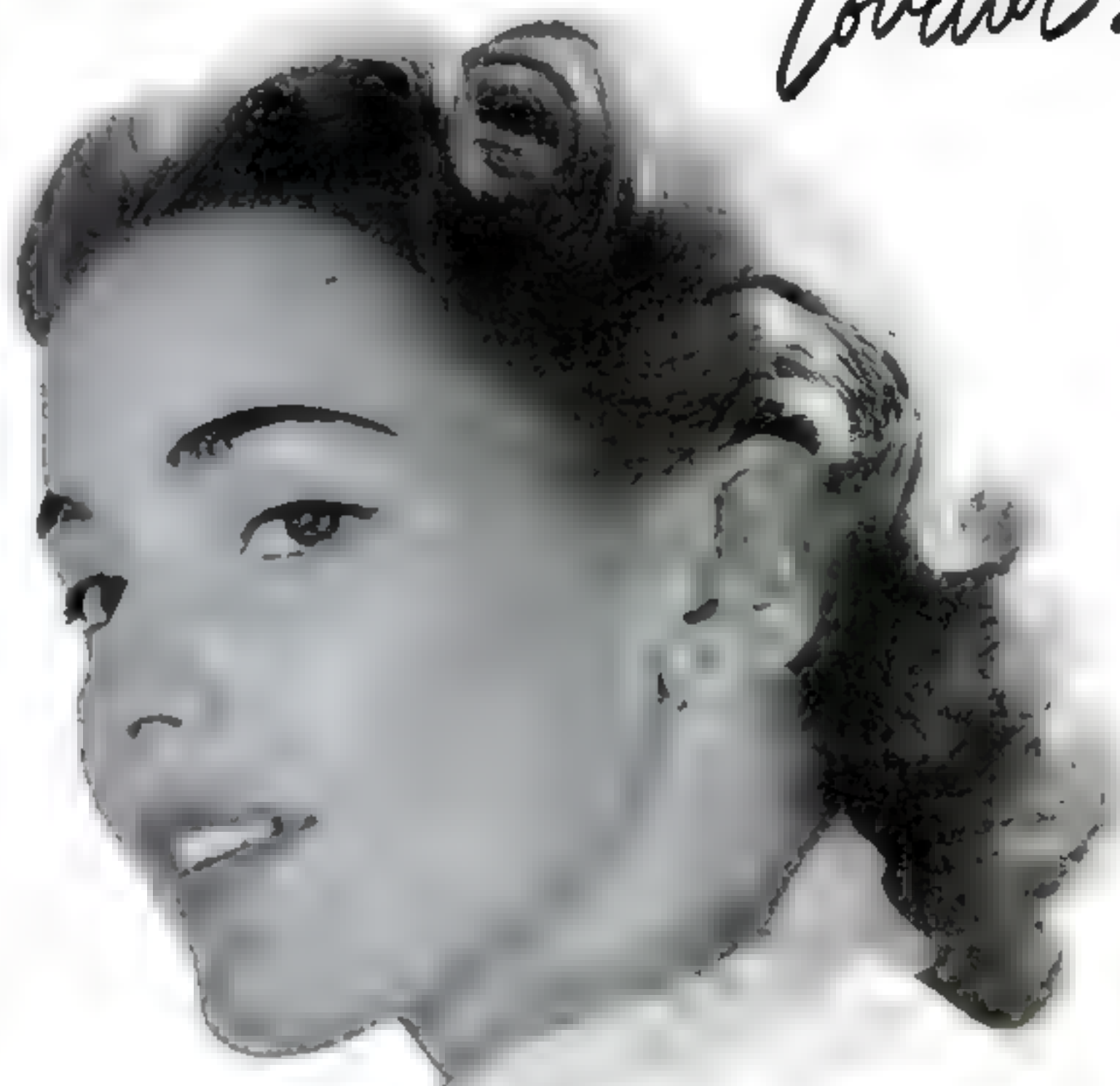
FOR YOUNG TV WATCHERS Saks Fifth Avenue advertised this at-home outfit in sizes 7 to 14. Velvet slacks above cost \$10.95, fake fur jacket is \$8.95.



SOPHISTICATED OVERALLS for young TV hostesses are black corduroy. Designed for grownups by Anne Fogarty, they will soon be copied for children.

CENTURY-OLD BEAUTY CARE

*Makes Modern Hair-dos
Lovelier!*



*Hair Styled by
Bergdorf Goodman
Beauty Salon*

LOVELY HAIR crowns today's smart miss with shimmering glory, thanks to a secret her great grandmother knew — the magic softness of pure Castile shampoo.

Even in great grandmother's day it was the world's most highly recommended shampoo. She made it herself by dissolving Conti pure castile soap, imported since 1836.

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BASKETBALL AT ITS BEST

GAME BETWEEN TWO OF COUNTRY'S BEST TEAMS PRODUCES A SPECTACULAR PICTURE AND KNOCKS BRADLEY OUT OF ITS NATIONAL NO. 1 SPOT

A basketball game between the country's top teams is a spectacle of wild movement and frantic lunacy—a repetition of exciting scenes like the one below. This action took place in New York in one of the season's most important games—Bradley vs. St. John's University. Bradley was one of three Missouri Valley Conference teams which were threatening to make the national championship a Valley affair. In national rankings, Bradley was No. 1, Oklahoma A&M, No. 2 and St. John's, No. 3. But when Valley teams came east to play in Madison Square Garden, something happened.

The Garden is the country's prize showcase for basketball. Here college teams draw the biggest gates and get the greatest prestige. But here also the biggest money is bet, and visiting players run the greatest risk of being thrown off their game by the attitude of the fans. The interest

of the Garden spectators is less in the game's winner or loser than in the point spread, the margin of points by which a team wins and on which all basketball betting is based. In this atmosphere both St. Louis and Bradley got "Garden jitters." St. Louis, a slight underdog in the betting against Long Island University, played like a bunch of clumsy schoolboys to lose by 12 points. Then Bradley, its No. 1 rating and 15-game winning streak making it a favorite against St. John's, lost its poise and was beaten by nine points. The Valley was stunned, but it took consolation in the fact that Oklahoma A&M (*p. 89*) moved right up into the No. 1 spot. Then all college basketball was stunned by the worst scandal in its history. An attempt to fix a Garden game revealed that gamblers last year had bet the players in three games to lose by more than the point spread (*pp. 86, 87*).

IN THIS REMARKABLE PICTURE BY GJON MILI NINE OF 10 PLAYERS IN THE BRADLEY-ST. JOHN'S GAME SEEM HYPNOTIZED BY ONE COMPELLING OBJECT—THE BALL. AN INSTANT LATER BRADLEY'S LEROY OTT (24) SCORED





CONTINUED ON NEXT PAGE



KELLOGG LOOKS GRIM AT RALLY IN HIS HONOR. WITH HIM IS COACH NORTON

Basketball CONTINUED



FIVE FIXERS have hangdog looks in the police station. From the left: ex-Players Poppe and Byrnes, Cornelius Kelleher, Ben and Irving Schwartzberg.

THE GAME AT ITS WORST

FIX SCANDAL STAGGERS COLLEGE BASKETBALL

Like many other college players, Junius Kellogg, Manhattan College's star 6 foot 8 inch center, had heard stories about basketball games being fixed. But he did not believe them until he was offered \$1,000 to "dump" the Manhattan-DePaul game at Madison Square Garden. Shocked by the offer, Kellogg told his coach and the coach told the police. A trap was set. Kellogg went to a rendezvous at a parking lot near the campus. It was raining and he was jittery. A car drove up with the fixer and the two went off to a tavern, the police discreetly tailing them.

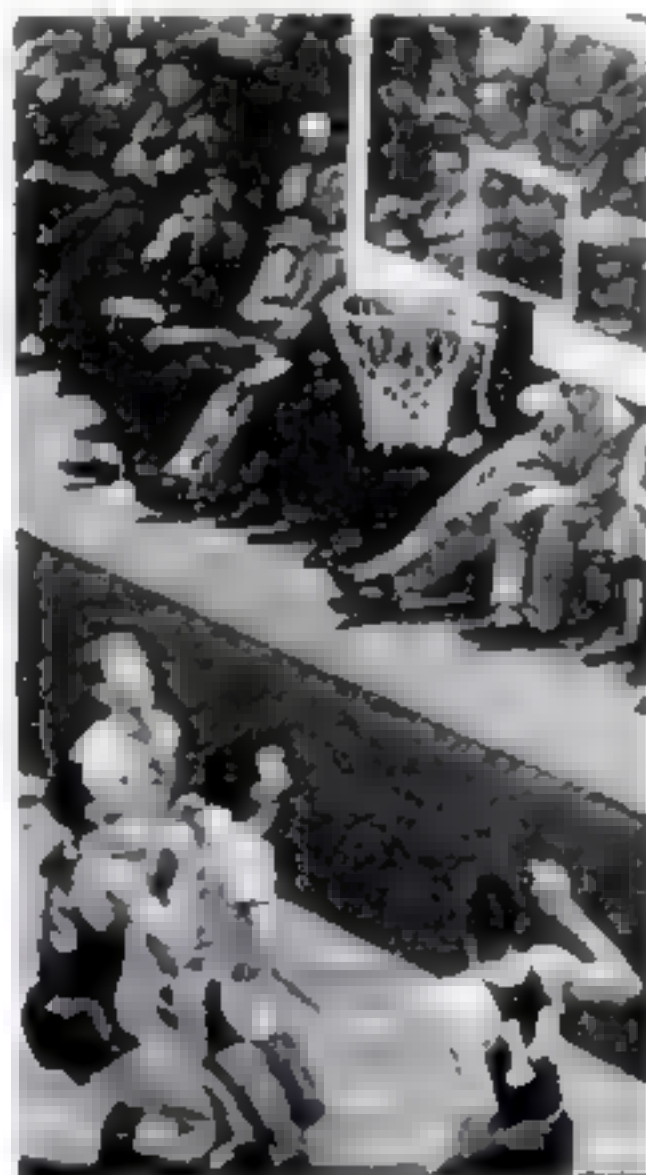
The fixer was the star of Manhattan's 1949 team, Henry Poppe. He gave Kellogg detailed instructions on how to throw the game: "On the rebounds, miss the ball occasionally or throw hook shots over the basket. After you get rebounds don't pass so fast. That might save two points. Don't try too hard to block the other guy's shot. And whatever you do, don't stink up the joint." Poppe was an expert at this sort of thing. Last year, he told Kellogg, he and another Manhattan player, Cocaptain John Byrnes, had dumped three games, including those with Bradley (*below*) and Siena (*opposite page*), making sure that the fixers would clean up on the point spread. Still seeming to go along with Poppe, Kellogg agreed to see that Manhattan lost to DePaul by at least 10 points. Once the game began he dropped his pretense and Manhattan upset DePaul. Then the police rounded up Poppe and his confederates (*above*), and the scandal broke. It was a blow from which bigtime basketball would not recover quickly. But at Manhattan, Kellogg's fellow students showed how they felt about him by giving him a rousing hero's ovation on the school's campus (*left*).



IN FIXED GAME LAST YEAR MANHATTAN'S JOHN BYRNES (11) FLUBS EASY REBOUND INTO HANDS OF BRADLEY PLAYER WHO SCORES. ACCORDING TO POPPE, HE



LAPSE BY POPPE results in loss of the ball in last year's Manhattan-Siena game. With nobody between him and basket (*top*) he seems to be pushing ball away. Siena that night was good enough to win without a fix, but not by 48-33.



AND BYRNES GOT PAID TO LOSE BY MORE THAN 7 POINTS AND DID, 62-39

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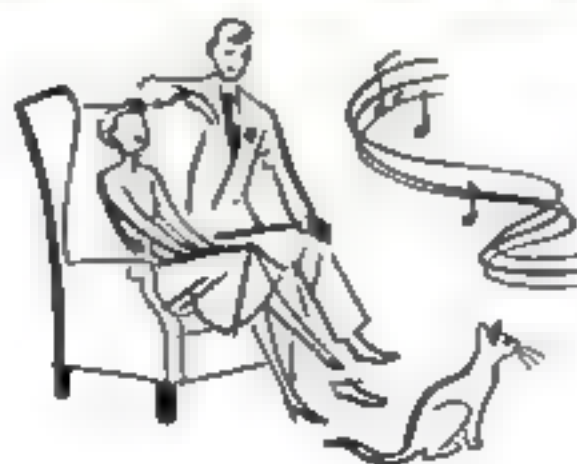
Feast your eyes on this fine-furniture cabinet. Beautifully compact, it holds the very finest in television, radio, records. Separate instruments comparable to these would cost you many, many dollars more. Yes, it pays to buy entertainment, too, in the "family size economy package!"



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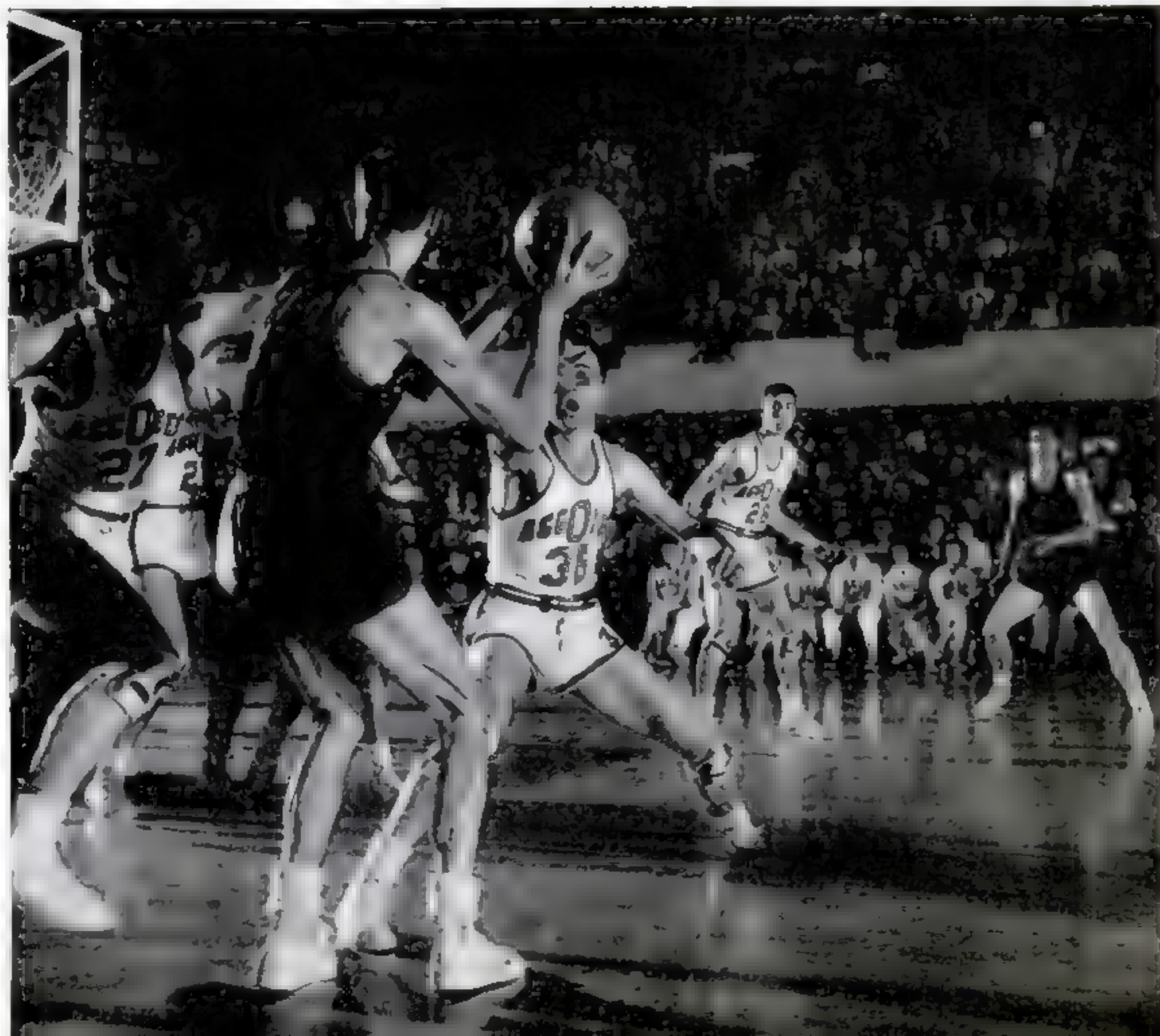
RCA VICTOR  
Division of Radio Corporation of America



COACH IBA DEMONSTRATES OFFENSIVE PATTERN

OKLAHOMA'S AGGIES BECOME NO. 1 TEAM

Oklahoma A&M's coach, Hank Iba, has performed wonders with old-fashioned ideas, and his team currently tops all the national polls. For years Iba ignored the free-shooting fad and kept stressing defense, planning a percentage game which would allow an opponent a maximum of 10 points. Even on an off night I knew the Aggies could score that many. In 17 years only seven opponents scored as many as 50 points against the Aggies. Rival coaches called it "slow death." But now that he has the "best shooting team" he ever coached, Iba has become more forthcoming about offense. With the Aggies' defenses relaxed, a fortnight ago Drake scored 70 on a 70-point effort. But the Aggies held up 72 and, despite Drake's score, still led the best defensive school in the country.



AGGIE ANTHEM, O. I. W. C., is sung by gym full of students who sway back and forth and wave their arms in observance of old traditions as team prepares to take the floor against Wichita.

TIGHT DEFENSE is used by the Aggies against Wichita. Here Jim Miller (27) darts forward momentarily to help Maurice Ward (33) double team opposing player. Aggies won, 61-45.

FRENCH COMMUNISM

Living on tolerance,
it musters its forces
for Moscow's ends

by ANDRE LAGUERRE

As the West gropes to find the ways and weapons to defend itself, as it waits for General "Ike" Eisenhower's report on his tour of European capitals, where he has been testing the temper and stamina of citizens, generals and prime ministers, one nation—France—emerges as the crucial test of all plans and hopes. For, however much Americans respect France as the heart and brain of Europe, they—and General Ike—must fear that France today lacks nerve and sinew.

France's weakness is plain, but the sources of the trouble are many and complex. Its people still bear the terrible scars—mental as well as physical—of the disaster of 1940. The mind of the nation is haunted by fear of war and another occupation—and the painful surgery of another "liberation." And a great segment of this key U.S. ally itself bears the stamp of Communism.

This power of Communism in France is, for Americans, hard but necessary to understand. Only the skeleton of the sober truth can be seen in statistics: 700,000 card-carrying Reds who have elected almost one third of the deputies in the National Assembly, as well as Communist mayors for almost 2,000 cities. The full reality is yet more menacing. Communism's hold reaches deep into the politically inconspicuous little cities like St. Julien, pictured on these and following pages, where simple street names even are changed by simple, earnest people to honor Josef Stalin (*left*). It has the force to bring riot and turmoil to docks, railroads, the lives of great cities (*pp. 96, 97*). It has the insinuating intellectual appeal to attract not only party militants but leading artists, scientists, writers (*pp. 94, 95*). And all these facts illuminate one big and (to Americans) quite strange fact: while Americans have no doubt that to be a Communist is un-American, millions of Frenchmen do not consider it un-French.

How can this be so?

First, perhaps, it must be stressed that this *is* so—that Communism is no waning worry in France. It is true that party enrollment has dropped from the 1946 peak of one million. It is also true that the Communist-dominated labor federation, the Confédération Générale du Travail (C.G.T.), which five years ago claimed five million dues-paying members, now has less than two and a half million. But these figures are misleading. They represent deserters, not rebels. And



A CHANGE OF NAMES on St. Julien's central boulevard, marking 30 years of Red rule in that factory town, gave Russia's dictator an honor long held

by a heroic 19th Century French statesman. Defaced old sign was returned only after France's Ministry of Interior refused mail delivery to Boulevard Staline.

TEXT CONTINUED ON PAGE 98

PICTURES CONTINUED ON PAGE 92



A COMMUNIST FAMILY spends Sunday at two-room home in St. Julien. François Devoyon, 36, second-generation Communist and textile worker, reads Communist newspaper while wife Marguerite, 30, knits. He earns 12,500 francs,

about \$4 a month, gets \$43 more in government's family allocation; she earns \$8 as a glove seamstress. Parents and youngest daughter Arlette, 6, share bedroom at back, while Chantal, 9, and Annie, 12 (standing), sleep in living room-kitchen.



THE FACTORIES OF ANCIENT ST. JUNIEN STAND BESIDE THE VIENNE RIVER

FRENCH COMMUNISM CONTINUED

A TOWN UNDER RED

The bedrocks of Communist power are the almost 2,000 French municipalities run by Communists. No town has known Communism longer than St. Junien, *la ville rouge* (the red city) of Limousin province in central France. A quiet place with 10,645 residents, a 12th Century church and an even older glove industry, St. Junien elected its first Red regime in 1919 and, except for the occupation, has kept one ever since.

The Communism of St. Junien started with labor troubles in 1902 when striking gloveworkers, unable to get groceries on credit, organized cooperatives and turned toward Socialism. Excitement born of the Bolshevik revolution coupled with France's changing political mood after World War I swept a Socialist mayor into office in 1919. In 1920 the mayor turned Communist and voters went along with him. Outwardly the city's administration still looks more like a Socialist administration in Bridgeport, Conn. than like Communism in Russia. Private industry still competes with Communist-controlled cooperatives for both laborers and customers.



ON COMMUNIST ANNIVERSARY, celebrating 30 years of Red regime in St. Junien, the dean of French Communism, Marcel Cachin (with cane), comes to rally at Thorez Stadium. Sign hails "30 years of struggle in the service of the workers."



AT COMMUNIST-RUN COOPERATIVE, workers leave at day's end. This is the tanning works of a glove-making firm which Socialists founded in 1919 as St. Junien's first production cooperative. Its 40 workers share profits at year's end.



COMMUNIST MAYOR Martial Pascaud (center) listens earnestly as his Communist Chief Deputy Lucien Desroches urges St. Junien's 27 member city council to approve Soviet-style "peace" resolution. Reds have 16 members on the council.



ANTI-COMMUNISTS listen, patiently bored, to the Communist deputies' talk. As MRP members, they are part of the city council's ineffective minority. From left are an employers' association secretary, housewife, textile factory owner.

CONTROL SINCE 1920

Two of France's anti-Communist parties, the MRP and the Socialists, continue to fight the Communists in every election and have a frustrated minority in the city council. Though the mayor named a stadium for Maurice Thorez and a street for Josef Stalin, no pictures of Stalin, Lenin or Thorez are seen in public places. Many of St. Junien's citizens so oppose Communism that non-Communists on the rugby team (*right*) refused to play in Thorez Stadium after its naming last August. Communism's usual iron hand seems totally lacking: St. Junien has only 12 policemen—who are responsible to the district's non-Communist prefect and whose job includes keeping tabs on Communists for the departmental government.

Yet the Communist party controls the town, and when the mayor is stumped he goes not to his people but to the federal secretary of the Communist party in Limoges for a helping hand. That is his link with the Communist hierarchy (*next page*). Whether they know it or not, this is the way the glovemakers of St. Junien are held with the glove of Josef Stalin.



THE TOWN RUGBY TEAM, POLITICALLY SPLIT, GATHERS AT THOREZ STADIUM



SNAPSHOTS FROM MOSCOW are shown to Mayor Pascaud (*left*), Party Secretary Roland Mazoun (*center*) and others by a glovemaker who visited Russia with French trade-union delegation, came home overwhelmed by propaganda.



YOUTH LEADERS in St. Junien are these local officers of the national Communist youth organization—a warehouseman, 21, apprentice druggist, 20, glovemaker, 19. They build membership with two appeals—peace and higher wages.



COMMUNIST FARMER André Belivier returns to his simple farmhouse after hunting rabbits. Owner of 26 acres, 5 cows, 1 pig, he lines up farm votes for the Communists through his federation of small farmers, also serves on city council.

FOUR MEN RULE THE PARTY AT MOSCOW'S DIRECTION



OLD BOSS Maurice Thorez, 50, ran the party for 20 years until he fell ill last October and was taken to Moscow. His future is the French party's biggest mystery.



NEW BOSS Jacques Duclos, 54, a deputy and parliamentary leader of Reds, also is the propaganda mastermind and leading French delegate to Cominform.



HEIR APPARENT Auguste Lecoq at 39 is No. 3 man. He is the party's tough and talented chief organizer. Main drawback is that he lacks Moscow training.



GO-BETWEEN for Moscow, Etienne Fajon is another delegate to Cominform. His job at home is to keep French party doctrines attuned to Moscow's line.

THE SECOND ECHELON CARRIES OUT THE PLANS



YOUTH BOSS Raymond Guyot is a veteran student organizer, now also directs all party political activities in Paris area.



EX-MINISTER for Defense, François Billoux, fired from Ramadier cabinet in 1947, is still in the National Assembly.



ORGANIZER of French intellectuals, Laurent Casanova is secure in his glory as widower of Danielle (opposite page).



STRATEGIST Charles Tillon, a National Assembly member, handles military planning and organization of underground.



UNIONIST Léon Mauvais organizes gas and electrical workers, is the only active union official on the party's 13-man Politburo.

LABOR BOSSES RUN THEIR UNIONS FOR THE PARTY



C.G.T. BOSS Benoît Frachon is smart, powerful and a brilliant organizer who controls about 2½ million workers in France.



MINER'S LEADER Victorin Duguet took to the hills during last war, was awarded Legion of Honor for Resistance work.



POSTAL UNIONIST Fernand Piccot failed recently in several attempts to tie up French telecommunications with strikes.



RAILROADER Raymond Tourneville has also flubbed strikes but holds his job on the party's governing Central Committee.



MARSEILLE CHIEF of the C.G.T., Lucien Molino has helped make a Red stronghold out of industrial areas of southern France.



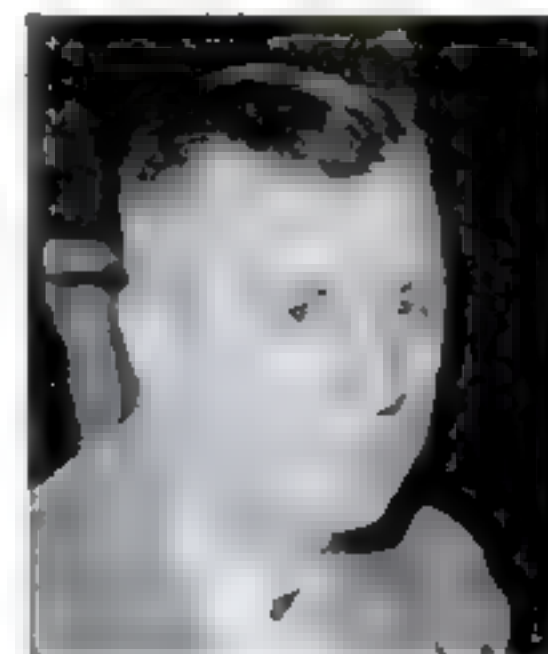
PARIS CHIEF of the C.G.T., Eugène Hennaff had magnificent Resistance record in World War II, was accomplished saboteur.



GAS UNION HEAD Marcel Paul can tie up Paris gas and power with strikes. He spent part of last war in Buchenwald.



LIEUTENANT to the C.G.T.'s boss Frachon, Henri Ravnaud represents French labor in international Red labor councils.

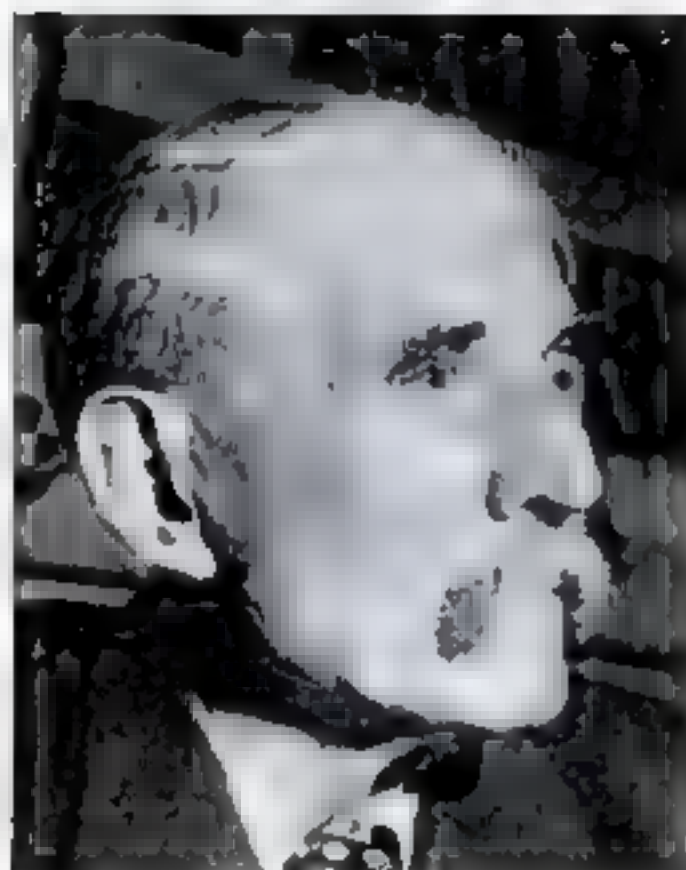


METAL WORKER, Union Head Ambroise Croizat was the Minister of Labor until 1947 when he was fired from the cabinet.



OVERSEAS BOSS André Tollet organizes labor for the Reds in the colonies. He helped to liberate Paris by an uprising in 1944.

OLD HACKS AND YOUNG HEROINES ARE THE PARTY'S SHOWPIECES



PATRIARCH of party, Marcel Cachin, 81, a deputy in the National Assembly is director of *L'Humanité*, Communist daily, and a party showpiece.



FIGUREHEAD André Marty, 64, once was Moscow's most useful hatchet man in France, still attends meetings but has no real power. He believes in tough tactics.



MARTYR Danielle Casanova, a Corsican native who joined party after going to France as student, died in 1943 of typhus in a Nazi concentration camp.



PARTY DARLING Raymonde Dien, 21, was recently freed after serving 10 months of prison term for leaping in front of a French train to protest arms shipment.

INTELLECTUALS TAKE THE LEAD IN SPREADING THE LINE



PHYSICIST Frédéric Joliot-Curie, head of World Peace Congress, was fired last April as the French atomic energy commission chief.



HIS WIFE, Irene Joliot-Curie, daughter of the Curies who discovered radium, was dropped from France's AEC this month.



ARTIST Pablo Picasso, whose art is denounced by the Soviet critics, continues politically to adore the Reds and be adored.



PEACE-FRONTIER Yves Farge heads "antiwar" organization. As correspondent he observed atomic experiments at Bikini.



PRIEST Jean Boulter, twice suspended by Catholic authorities for leftist activity, now is forbidden to say Mass in public.



FOOD EXPERT Louise Mamiac, whose cooking articles appear in Communist press, joined protest on Spanish Reds' deportation.



THOREZ' WIFE, Jeannette Vermeersch, back from Moscow where ailing husband remains, is most powerful woman Red.



GIRL FRIEND of Danielle Casanova's bereaved husband, Claudine Chomat wields power as a Central Committee member.



LEADER of Communist-front women's organizations, Eugénie Cotton is sold to public as a grandmotherly intellectual.



READY RIOTER Marie-Claude Vaillant-Couturier, jailed several times for street brawling, is the No. 2 woman of the party.



NOVELIST Elsa Triolet writes romantic stories, travels often to Russia where she was born. She is wife of Louis Aragon (right).



AUTHOR Louis Aragon, famed as novelist and poet, is director of the Communist newspaper *Ce Soir*, which he helped establish.



JOURNALIST Pierre Courtade turned Red while in French underground, came to U.S. to cover U.N. for *L'Humanité* in 1947.



PAMPHLETEER Paul Eluard, a leading literary figure of French Resistance during the war, now peddles Communist party line.



GLAMOUR GIRL of French party, Deputy Madeleine Braun works with political exiles from nations like Spain and Greece.



NUMERICAL STRENGTH OF FRENCH COMMUNISM IS DEMONSTRATED BY 20,000 REDS AND FELLOW TRAVELERS WHO PACK PARIS AUDITORIUM TO CELEBRATE RUSSIA'S OCTOBER

REDS HAVE STRENGTH

In contrast to the quiet Communism of provincial St. Julien, Communist action in France's larger cities bears the familiar Red trademark of trouble-making. This ranges from supporting the maneuvers of international Communism to rioting and sabotaging of arms shipments. Incoming shipments of U.S. weapons for the French army at home and outgoing shipments for forces in Indo-China are about equally favored as targets for the saboteurs and the demonstrators. It was by throwing herself across railroad tracks in a dramatic attempt to prevent the departure of a train carrying arms for Indo-China that Raymonde Dien (p. 95) became the party's current darling. Rescued from the rails, she was sentenced to a year in jail—a virtually perfect fate for a rising young revolutionist.



PHONY PEACE DRIVE brings hundreds of Paris leftists into Place de la Bastille on May Day. Banner says, "Enough of sorrow and misery, peace to Viet-Nam."



REAL TROUBLE brings barricades to the Champs Elysées. Riot took place on Armistice Day, 1948, when Communist-led veterans and Resistance groups, who boy-



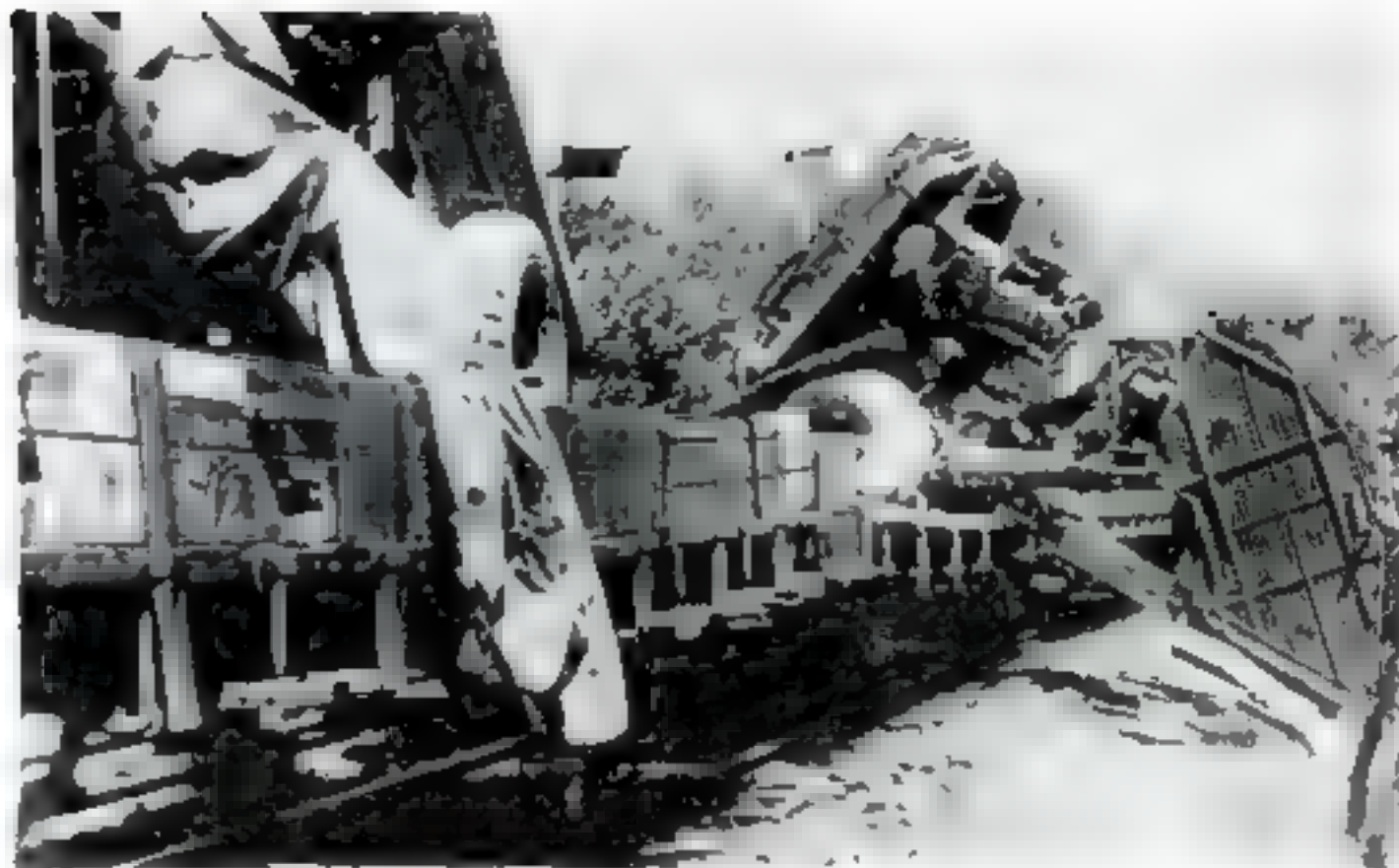
REVOLUTION. MURAL, RIGHT, SHOWS LENIN AND STALIN LEADING THE REVOLUTION

AND ABILITY TO ACT

Beyond this constant campaign of harassment, French Communist potentialities for wide sabotage or actual fighting in the event of a shooting war are recognized and feared by the non-Communists in France's government. The Communists have divided France into areas marked as "strategic ports" and "key regions" (i.e., industrial and rail centers); in each of these a delegate of the Central Committee is prepared to mobilize the faithful, set the fuses of sabotage and put the Red underground to work in a matter of hours. The French Department of Interior estimates that the Communists have an armed force of 100,000 men, equipped with weapons collected in recent years or left over from the Resistance and trained for revolution. Against all this preparation, the government has done little.



cotted official memorial ceremonies in Paris, ran their own unauthorized parade into police lines. Score after an hour of fighting: 95 police, 200 to 300 Reds hurt.



SABOTAGE damages a weapons shipment intended for the French army in Indo-China. About 200 raiders spilled this big gun off a railroad freight car near Nantes.



SEIZURE of coal mines by striking miners at St. Etienne is frustrated by police tear gas bombs. This was part of the Communist program to wreck Marshall Plan.



BURNING of autos belonging to Gaullists is the final act of Communist violence during a political riot at Grenoble in which one man was killed and several hurt.



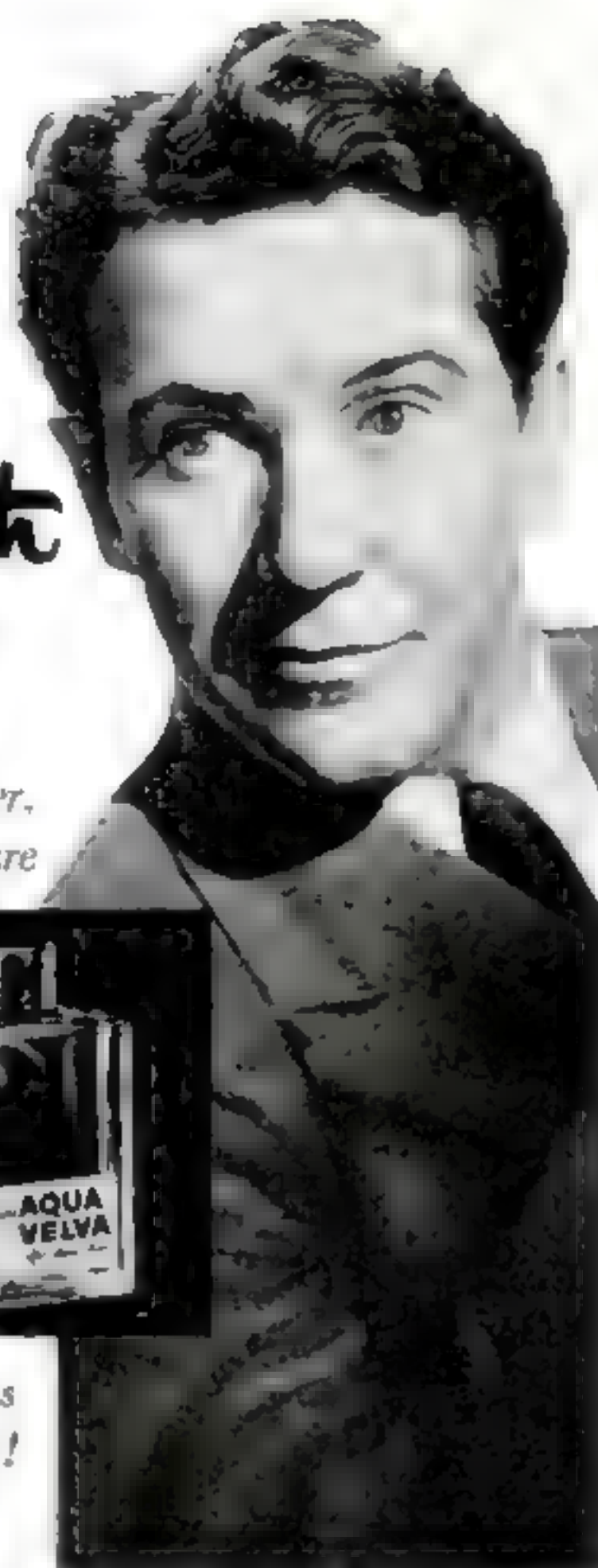
DESTRUCTION of a rocket launcher by dumping it into the harbor at Nice was ordered by C.G.T. Launcher was to be loaded for French bases in North Africa.

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Burgess Meredith, distinguished actor and member of the Aqua Velva After-Shave Club.

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FRENCH COMMUNISM

TEXT CONTINUED FROM PAGE 90

these men have not been stirred by any active, articulate hostility to Communism: they have simply been afflicted by the increasing French apathy toward all political life (including the Communist).

In this unhealthy political atmosphere loyal Communists are doubly dangerous. Their party is better organized and better run than any other political group—better than the nation's police or armed forces themselves. In national elections they could probably count on getting one of every five French votes.

A typical enough explanation for one of these millions of vote comes, for example, from the mayor of St. Julien, Martial Pascaud who told LIFE his philosophy simply: "I am Communist because I believe Communism is the best system to straighten out what's wrong with the world. I think it's best for the workingman. But let all systems be tried. It's like cooking—in the end, the people always choose the best dish."

This mayor is probably quite sincere; there is much in his tone of tolerant bonhomie that is deeply French, and his attitude provokes the facile cliché that Frenchmen can be Communists because they are Frenchmen first and Communists second. But from Moscow's viewpoint the benign Pascaud is a completely effective Communist. To be so he doesn't have to be ready to lay down his life for the Kremlin or hide Red arms in his cellar. He serves simply by obscuring issues and confusing people, by masking Communism's character and purposes behind moving pronouncements on political tolerance and social justice. And if Pascaud wrathfully renounces his allegiance to Marxism whenever Russia brutally attacks France, what does Moscow care? His job will have been done.

The quickest and commonest way to assess the strength of the French Communist party is to calculate the harm it could do in the event of war with Russia. Among the 12,000 refugees Spanish Republicans in southwestern France, for example, there are some who have fought for Moscow and are ready to do so again. Scattered over the country there are small secret stocks of light arms and explosives. The Communists own stretches of wild forest in the Pyrenees in which teams of "woodsmen" are thought to be trained for guerrilla war. At Viroflay, near Paris, there is a Marxist "seminary" where groups of young Communists of both sexes go for periods of advanced schooling—not only in political administration and Hegelian philosophy but also in the harder art of street fighting.

The threat of sabotage

THE Communists hold a powerful threat of sabotage on the grand scale in their control of unions—Paris auto workers, Paris and Toulouse aircraft workers, northern coal miners, Metz, Nancy and Le Creusot steel workers, Marseille, Brest and Saint Nazaire longshoremen, the Brest naval arsenal workers. Bosses for underground action have already been assigned to key industries.

Yet these are not the truest terms in which to measure Communist strength. In the first place they are in a sense academic: if France were invaded tomorrow, this fifth column would scarcely be needed by the Soviet army, which would on its own power reach the Channel in a few days. In the second place a resolutely defended France could cope well enough with its own Communists. The real measure of Communist strength and success is a more immediate one: it is in the fact that they have to date paralyzed the resolution by which France could be well defended.

The formidable weapon the French Communist party constitutes has been shaped by 30 years of tough political combat. On Dec 29, 1920 the Socialist party convention at Tours voted, by a large majority, to adhere to Lenin's Communist International. The minority seceded and formed the present Socialist party. Marcel Cachin, who at 81 is today the party's venerated but powerless dean, led the majority group that constituted the Communist party.

The party wasted little time. In the early '20s it campaigned in the name of anticolonialism, for the Moroccans rebelling against French sovereignty. Presiding over the Communist Committee of Action for the Moroccan wars was a young, up-and-coming examiner, Maurice Thorez, who was swiftly promoted to the Central Committee in 1924 and to the Politburo a year later.

In 1923 the party enjoyed its first big clash with the government by opposing French occupation of the Ruhr. Its stand forced Poincaré to raid the offices of the Communist *L'Humanité* and Communist union headquarters and arrest a number of Communist chiefs, including Cachin.

CONTINUED ON PAGE 10

Ballantine Ale
begins where
other brews
leave off...
in flavor...
in satisfaction.



The LIGHT ale
that's strong on flavor



Try it for a change...and you'll never change back!

AMERICA'S LARGEST SELLING ALE
P. Ballantine & Sons, Newark, N. J.

TIME IS THE ART OF THE SWISS



No prouder gift than a fine Swiss watch

What pride there is in the giving of a fine Swiss watch! What pride there is in wearing a watch that's destined for so much admiration! And—for us, the craftsmen of Switzerland—what pride there is in creating such a beautiful precision instrument, in setting the watchmaking standards of the world so high that 7 out of 10 American jewelers wear fine Swiss watches themselves! For the gifts you'll give with pride, let your jeweler be your guide.

The WATCHMAKERS OF SWITZERLAND



The tiny hairspring on the balance wheel is a secret of accuracy so well guarded in all fine Swiss watches that they perform far better and can always be serviced economically.

©1931 Swiss Federation of Watch Manufacturers

**No other
laxative gives
you ALL these
advantages—**

-  **DELICIOUS
CHOCOLATE
TASTE**
-  **GENTLE ACTION**
-  **EASY TO TAKE**
-  **SPECIAL
SCIENTIFIC
TESTING**

And no other laxative even comes close to Ex-Lax in popularity. It's the best-liked and biggest-selling laxative in all America, the favorite of young and old.

**When Nature 'forgets'...
remember**

EX-LAX
THE CHOCOLATED LAXATIVE

Cold Sufferers!

**DOCTORS
REPORT
MENTHOL
BRINGS
RELIEF**



Doctors Agree: "Menthol is important in relieving colds." For fast relief, get the cough drop with the most menthol.



MAJORITY VOTE
more than half the
nation reads

LIFE
in the course of 13 weeks.

JOLLY TIME
ALWAYS POPS BETTER
POP CORN

THESE DISTRICTS GAVE REDS PLURALITY IN 1946 ELECTION



FRANCE'S RED BELTS lie in the extreme north, across the center and in the extreme southern area of the nation. The red shading on this map of France's 89 metropolitan departments shows the 35 in which the Communists in 1946 won more votes than any other political party—a plurality, not a majority—and polled most of their 5,489,000 total. The numerals indicate the number of Communist deputies elected to France's National Assembly from each department. The Communist deputies in the National Assembly total 171 out of 547 for metropolitan France. Communist labor dominates key industries in all major cities shown. In the smaller cities of Viroflay, Saverne and Bobigny the party has schools for training young party members in revolutionary tactics.

FRENCH COMMUNISM CONTINUED

The late 20s were given over to vicious internal struggles for party leadership between three groups: the rigid Marxist theorists who could not talk to the masses, recently converted Socialists still tainted by the humanism of social democracy and the practical, opportunistic Leninists led by Thorez. When Moscow gave Thorez the leadership in 1930, he denounced his predecessors as men who "completely disdained the daily realities, forgetting . . . that politics is the art of the possible." He skillfully laid down the "united front" line which, with some faltering, was to mark his 20 years of leadership. He sought "antifascist" alliances with Socialists, "progressive" Christians and France's traditionally anticlerical farm vote, even at the expense of relinquishing titular leadership of the coalition, the better to swallow it in the long run. By 1936 he had engineered the left into power in the form of Socialist Léon Blum's Popular Front government and was making his famous, wheedling overture: "Catholic, worker, employe, artisan, peasant, we hold out the hand to you. . . ."

But Thorez was now caught in the game Stalin was preparing with Hitler. He got no warning of the Molotov-Ribbentrop pact of 1939, and overnight the line of resistance to Nazi aggression had to be switched. Premier Edouard Daladier swooped on the Communist party and arrested many leaders. But Thorez, who was mobilized, deserted to Switzerland and thence to Moscow. His tubby assistant, Jacques Duclos, dived underground.

Throughout the phony war, and for a year after the fall of Paris, the French Communists were conspicuous by their discretion. Today they falsely claim they organized resistance to the Germans before Hitler invaded Russia in 1941. But afterward it is true that (although they lost considerably less than the 75,000 martyrs in the underground whom they publicly boast and mourn) their role in the Resistance was a big one and did much to rewin patriotic favor. It did so much, in fact, that soon after the liberation the party had tripled its prewar enrollment of 340,000 members.

Their strength was reflected in governmental power. In 1946



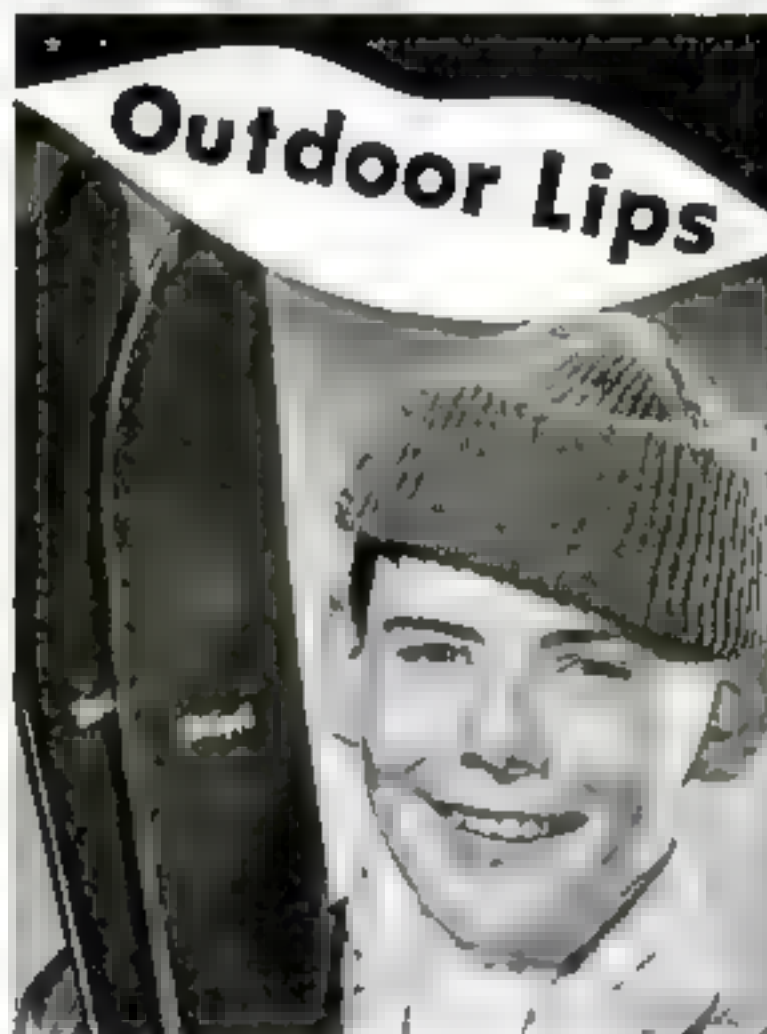
Chap-ans for hands that work

'Chap-ans', a men's hand cream—created by the makers of 'Chap Stick', famous lip balm.

'Chap-ans' is specially medicated for men's hands—it brings swift, sure relief to hands chapped and cracked by wind, cold, water or dirt.

Outdoor workers, sportsmen, motorists, mechanics will welcome its healing, soothing comfort. Antiseptic, extra-penetrating, quickly absorbed 'Chap-ans' goes right to work on those tough, rough fingertips, cracked knuckles, calloused, work-hardened hands.

Buy it in the men-sized tube at druggists.



"Dad told me and I told my kid brother and now all three of us will tell the world that there's nothing like 'CHAP STICK' for lips chapped and cracked by the weather." 'CHAP STICK' handy pocket size, easy to apply, swift and lasting in results.

It is specially medicated, extra soothing and the only antiseptic lip balm. Why not buy a personal 'CHAP STICK' for every one in the house? Their lips will thank you.



CONTINUED ON NEXT PAGE

Tips FOR YOUR COLD WEATHER DRIVING



HOW TO START FAST

Get quick starting every morning—no matter how cold the weather—with Casite in the crankcase. Casite retards congealing of oil, lets the engine turn over and go, even in sub-zero temperatures. Casite guarantees Quick Starting or Double-Your-Money-Back!



HOW TO GET NEW POWER

Casite conditions your engine for winter. A pint through the air-intake gets rid of gum and goo, frees sticky valves and rings, lets the power zoom through. Casite guarantees Better and Smoother Motor Performance or Double-Your-Money-Back.



HOW TO CUT ENGINE WEAR

Every time you start your car, metal scrapes against metal because cold oil can't get around fast enough. Casite, however, makes cold oil move fast—speeds the flow of No. 10 oil 24.3% at 50°, more when colder. Casite sees that enough oil gets to the right places at the right time—to give you long and economical engine life.

Get Casite today from your garage, service station or car-dealer.



Write for FREE "Facts of Engine Life" Booklet.

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Casite Division, Hastings, Ltd., Toronto

FRENCH COMMUNISM CONTINUED

Thorez was vice president of the French government. As late as the spring of 1947, when Socialist Premier Paul Ramadier decided it was high time to remove them from office, the Communists held five cabinet posts, including the Ministry of National Defense.

Once the U.S. made it clear she would struggle to keep Western Europe out of Communist hands, the Red tactic of getting power in France through the normal democratic process was drastically switched.

Now the prime party aim was to prevent France from becoming an effective partner in the Atlantic coalition. And it is precisely here that the Communists—however much they have outraged some French opinion by trying to sabotage the Marshall Plan—have been so signally successful.

This success has been engineered by the Big Five of the party. Actually it almost killed the first of them, burly, jovial Thorez. Last spring he was questioned by a reporter about a rumored decline of the party's influence, and he replied confidently, "Don't worry, my friend, our health is excellent." His own was not: a few weeks later he was stricken with a cerebral hemorrhage which partially paralyzed him and threatened his brain.

The wily, 54-year-old Jacques Duclos, who is pinch-hitting for Thorez, is the party's master tactician. He is a great debater, who combines insolent aplomb and genial cynicism with a talent for irony and invective. He is absolute boss of the Red deputies, the biggest and by far the most effective group in the National Assembly. Of the 12,000 motions offered the assembly in four years of legislature, more than half have come from the Communists. Duclos' deputies, like all paid Communist officeholders, are austere disciplined in the party's interest; they may retain only a little more than \$1,000 of their annual salary, this figure being the equivalent of a good wage for a skilled worker in France. The rest, totaling more than three-quarters of a million dollars annually, is handed over to the Banque Commerciale pour l'Europe du Nord in Paris, 99% of whose capital is held by two Soviet state banks. This bank handles all Communist financial transactions in France, oddly assisted by contributions from some wealthy Frenchmen buying insurance against possible Communist victory.

Duclos also controls all mass campaigns and the party's vast propaganda machine. Besides their Paris dailies the Communists have dozens of provincial publications, specialized magazines for women, children, farmers, radio fans, moviegoers. Like *L'Humanité*, these have been mostly losing circulation. Some have become so financially desperate as to sell their orthodoxy by running a big advertisement for an American movie denounced by the same paper's critic as imperialistic and warmongering.

"The rising man of 1951"

AFTER Duclos in the hierarchy comes Auguste Lecoq, 39, fast-talking and tough, the rising man of 1951. Developed by Thorez, and like him an ex-miner, he is likely to succeed eventually to party leadership. He is in charge of the party machine proper, from the departmental federations down to the cells which he seeks to organize in every office and plant.

Etienne Fajon is a nattily dressed, 44-year-old former school-teacher, who heads the dreaded Ideological Section and the Central Commission of Cadres. An intractable doctrinaire, he has the right to check on every activity of the party and can report directly to Moscow through the Cominform, on which he is one of the permanent French representatives.

The last of the Big Five, 57-year-old Benoit Frachon, guides the party's labor operations. He is perhaps the cleverest and most forceful of all French Communists. It was his toughness and organizing ability that built the C.G.T. to its huge size in the first postwar years.

All these leaders are ironbound by mutual distrust. One of the firm party rules is that no negotiation with an outside body may ever be entrusted to a single man. When the Communists sent a delegate to work with De Gaulle in London in 1942, they picked Fernand Grenier, deputy for Paris. But soon after he arrived in England, Grenier's wife was smuggled over to spy on him—and she was followed by Waldeck Rochet, Communist deputy and her close friend, to spy on them both. In postwar France, whenever the president has summoned party leaders on the formation of a new cabinet, Thorez has never gone to the Elysée without Duclos, nor Duclos without Thorez.

The millions of voters behind these men—with their 700,000 odd card-carriers—are a symptom of the sickness of the French state. How has the sickness spread so? What power enables these clear-sighted Communist leaders to fool so many Frenchmen, firmly

LET'S EAT!



NO FEAR OF ACID INDIGESTION, HEARTBURN, NOW!

Eat without fear of acid indigestion. Just take one or two Tums. Gas, heartburn, full feeling go fast. Tums neutralize excess acid, soothe and settle upset stomach. Tums don't over-alkalize or cause acid rebound. Cannot irritate delicate stomach or intestinal lining.

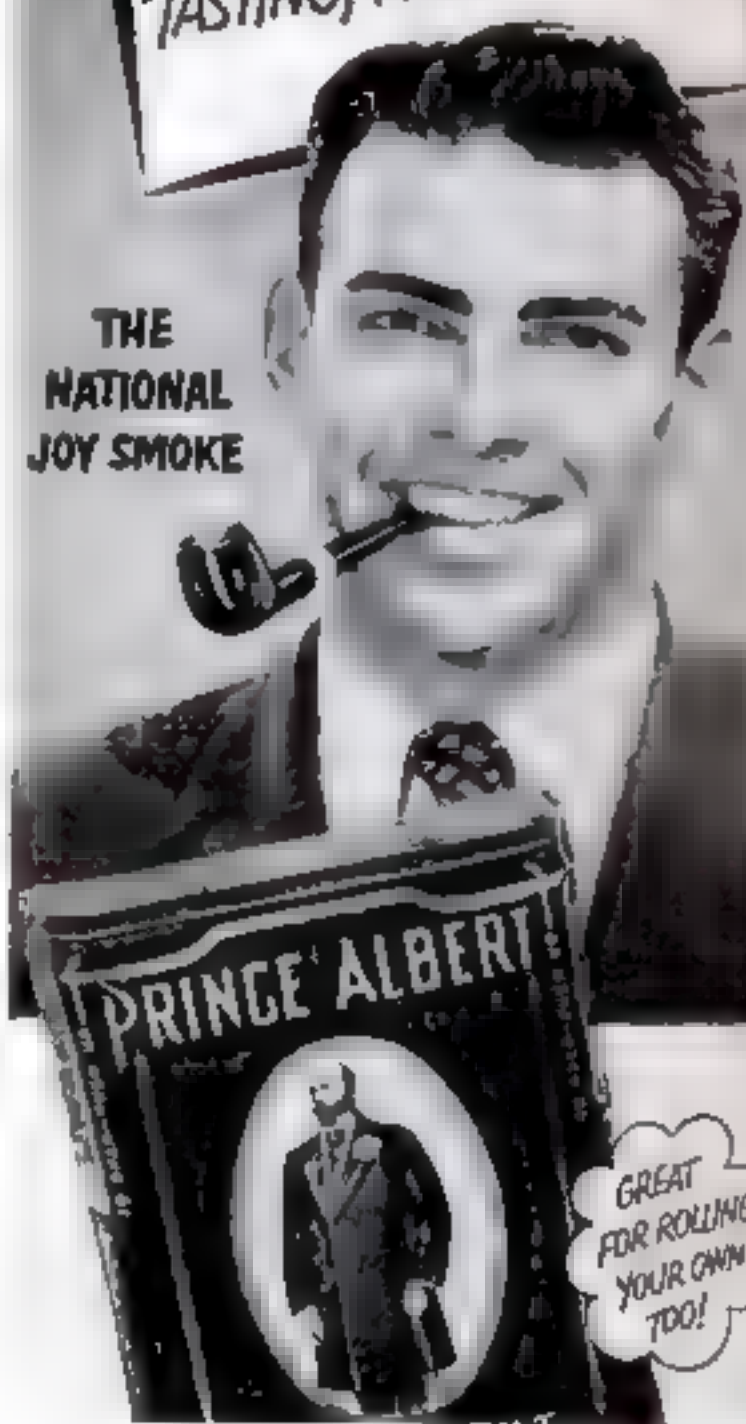


FOR THE TUMMY

✓ TRY ONE OR TWO TUMS AFTER BREAKFAST
SEE IF YOU DON'T FEEL BETTER

WITH CRIMP CUT
PRINCE ALBERT,
YOU GET A COOL,
MILD SMOKE-RICH
TASTING, TONGUE EASY!

THE
NATIONAL
JOY SMOKE



GREAT
FOR ROLLING
YOUR OWN,
TOO!

CONTINUED ON PAGE 11



→ Did you ever shop for dinner in Paris?

Even if you parlay-voo like a native, you get a queer, lost feeling the first time you go marketing in a foreign country.

You look at the shelves filled with strange goods, and not one of them means anything to you. And you haven't the faintest idea which are good, and which are so-so, and which won't satisfy *you* at all.

And if, by chance, you happen to see a familiar American brand among the strangers—well, take our word for it, you embrace it like an old, old friend!

There's nothing like a little travel to make you realize how our American system of brand names makes life easier and pleasanter—and safer, too.

Here at home, when a manufacturer develops a product

he thinks you'll like, he puts his name on it—big and clear and proud. You try it, and if it doesn't suit you, you know what not to get the next time. And if it does please you, you can buy it again with the certainty that it will be just as good . . . because the manufacturer can't afford to let his brand name down.

Brand names give you the wonderful power of taking it or leaving it alone. And that power—a force as mighty as your right to vote—is what keeps manufacturers vying with each other for your favor . . . making their products better and better . . . offering you more and more for your money.

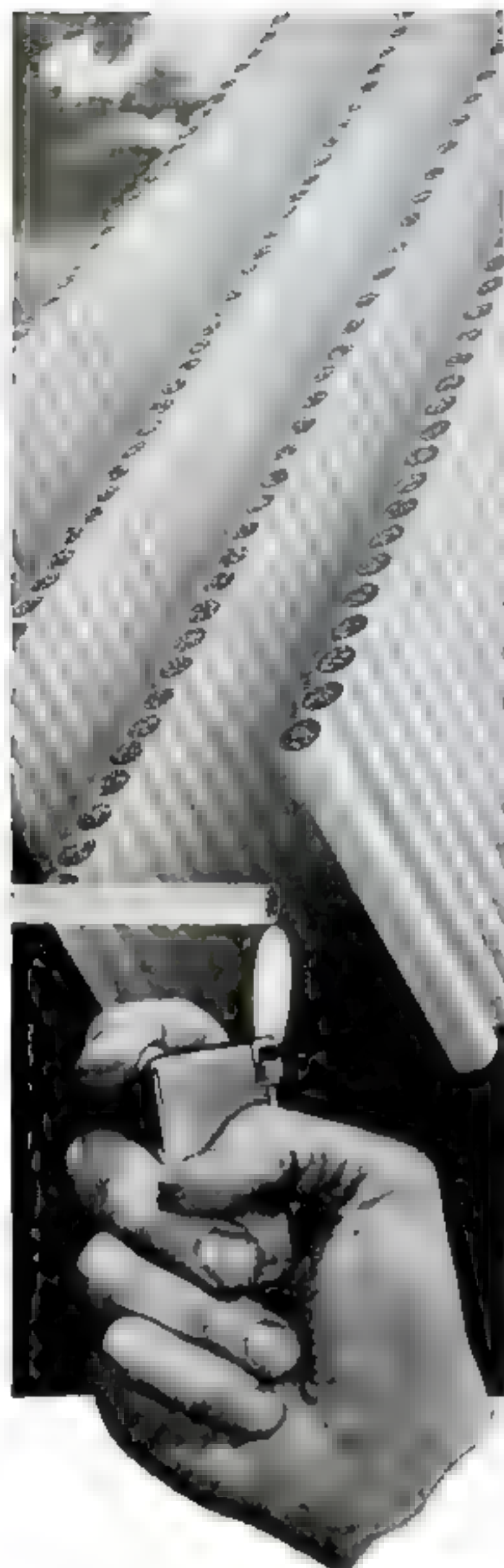
So make use of your power of choice to get what you want. Know your brands—and study the ads on these pages. That way you will get what pleases you best—again and again and again.

*Whenever you buy—
demand the brand you want*

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NEW KIND OF LIGHTER GIVES

6 MONTHS OF LIGHTS*

WITHOUT REFUELING!

No fiddling with liquid fuel
—no fiddling with wicks
—no fussing with refilling

It's the new Parker Flaminaire—only butane gas lighter made in America, under the original French patents—with the precision you'd expect from Parker—makers of the world's finest pens. The only butane gas lighter proved by more than 200,000 users the world over—who cheerfully paid up to \$5.00 more than this newest, greatest of lighters now costs you. At smart dealers everywhere. Buy it now—it'll need no refueling till next fall! Only \$12.50 (no F.E. tax). Includes smart gift case.

*The only pocket lighter, regardless of fuel used, that gives 6 months of lights without refueling (even for pack-a-day smokers).

© 1951—The Parker Pen Co.

PARKER FLAMINAIRE

MADE BY THE PARKER PEN CO., U. S. A.



AILING THOREZ rides to airport on way to Moscow for treatment early in November. With him is wife Jeanette Vermeersch, who later returned alone.

FRENCH COMMUNISM CONTINUED

believing in their own loyalty, into being devotedly, fanatically un-French?

History has given the Communists a couple of important themes to exploit. The most recent was the Reds' anti-Nazi resistance. Its emotional impact was powerful on a nation which, in terrible military defeat, found little—and needed much—to stiffen its national pride. A second, more venerable theme is the old appeal of extreme radicalism to the Frenchman, who, although temperamentally a conservative, is intellectually a revolutionary. While it is absurd to talk of international Communism as leftist, still the French Communist party manages to appear the most left of any in France.

The party, however, has deeper and more urgent appeals than these. To put it simply, it strongly summons millions of French who thirst for social justice. Although France is now producing more than ever, inflation has left hundreds of thousands of workers worse off than before the war. Many unskilled workers are paying 20 times as much for some consumer goods as they did 12 years ago, and are only getting ten times the wage.

To revile the gullibility of these men who turn to Communism is both less fair and less useful than to try to remedy their dreary lot. A beginning, for example, could be made with tax reform, for France's tax burden, though heavy, is unfairly distributed. Even more urgently needed is a profound change in the outlook of French capitalism. By and large, French capitalists have nothing of the American capitalists' awareness that social justice is not only morally decent but also politically and economically imperative. Many of the French bourgeoisie who so glibly and caustically call the workers "un-French" act themselves like people without a country, for whom privilege has usurped the place of patriotism. Workers thus forced to feel themselves cut off from the nation can be expected to let their unions be run as political machines—and to view with Gallic cynicism grand appeals to national unity. A true sense of national community can come only with the kind of reforms that would antagonize interests politically indispensable to the precarious majorities which have propped up French governments in the last four years. Thus only a government with a big parliamentary majority could dare strike at the roots of the evil.

Even more strongly than "social injustice," the Communists exploit the theme and promise of "peace." Millions of Frenchmen are now half-convinced not that Russians are angels and Americans devils but that both Russians and Americans are worldwide nuisances, and that Americans are just about as likely to precipitate a war as Russians.

Considering the weight of virtually unopposed Communist propaganda, the only surprise is that Duclos and his colleagues have not achieved greater results. There was no effective official effort to counter the vicious and continual Communist blasts against ECA aid to France and no sustained official nationwide campaign in

**RELIEVES PAIN OF
HEADACHE • NEURALGIA
NEURITIS**

FAST

The way
thousands of
physicians
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recommend



The way thousands of physicians and dentists recommend. Anacin® relieves headache, neuralgia, neuritis pain fast because Anacin is like a doctor's prescription—that is, Anacin contains not just one, but a combination of medically proven, active ingredients in easy-to-take tablet form. Thousands have been introduced to Anacin through their own dentist or physicians. If you have never used Anacin, try these tablets yourself for incredibly fast, long-lasting relief from pain. Don't wait. Buy Anacin today.

DOCTORS WARN Don't Take Laxatives For Gas!

The regular use of laxatives is dangerous, doctors warn. So if you want safe, fast relief from gas, heartburn and other symptoms of acid indigestion, get this time-tested remedy, recommended by doctors for years.

BiSoDoL Powder relieves these 5 ways: 1. Speeds relief from gas—settles stomach. Fastest relief known. 2. Gives complete, longer-lasting relief than baking soda, helps prevent immediate return of the trouble. 3. Relieves heartburn, upset from too much food, drink, smoking! 4. BiSoDoL lets you sleep whenever acid indigestion strikes at night. 5. BiSoDoL sweetens sour mouth, stomach. Refreshing, minty flavor. Get safe, effective BiSoDoL Powder today.

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you'll do well with the
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—all forms of fire,
marine and casualty
insurance and fidelity
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See your Hartford agent
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**HARTFORD FINE
INSURANCE COMPANY
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CONTINUED ON PAGE 107

Busy Beula Maxey Mayo (Mrs. Josh Mayo) says:

*"It's So Easy to Give
a Stanley Party..."*



Mrs. Mayo in the study of her fine home, 3101 University Boulevard, Dallas, Texas.

Attractive Mrs. Mayo, M.A., B.S.C., M.B.S., prominent educator and business woman, teaches accounting in Southern Methodist University, in the Dallas evening schools, conducts with her husband the accountancy firm of Mayo & Mayo and in her spare time gives lessons in bridge. An ardent "booster" for STANLEY QUALITY PLUS Products, Mrs. Mayo

has for years given STANLEY Parties frequently in her home. "Being hostess to your friends at a STANLEY Party involves neither fuss nor bother," Mrs. Mayo declares. "You merely invite in your STANLEY Dealer and this 'party specialist' sees that your guests enjoy themselves while they shop comfortably for the STANLEY Products they need."



Think of the convenience
of shopping for

STANLEY QUALITY PLUS Products
at neighborly parties like this:

Yes, being hostess at a STANLEY Party such as the one pictured here does save time for the busy woman. She combines her entertaining with an important phase of her shopping. At these sociable affairs, a friendly STANLEY Dealer demonstrates under actual use conditions STANLEY's many QUALITY PLUS Products both to lighten housekeeping tasks and to improve personal grooming. Hostesses are rewarded with valuable Dividend Gifts. Guests, also, get gifts. Small wonder the popularity of STANLEY Hostess Parties is sweeping America, more than 10,000 now being held each day. If you, yourself, haven't given a STANLEY Party lately, why not plan to do so soon?

STANLEY LEADS with more than 150 QUALITY PLUS Products to save women time, work, money. (1) Household cleaning preparations (2) Dusters, Mops, Brushes, etc. (3) Products to improve personal grooming and enhance personal charm.



HOW TO ARRANGE YOUR STANLEY HOSTESS PARTY

To arrange for your own STANLEY Hostess Party . . . or to get any information about STANLEY . . . phone or write your STANLEY Dealer, your nearest STANLEY HOME PRODUCTS Branch Office, or communicate direct with STANLEY's Home Office in Westfield, Mass.



Originators Of The Famous Stanley Hostess Party Plan

STANLEY HOME PRODUCTS, Inc.
WESTFIELD, MASSACHUSETTS

Factories in Easthampton, Massachusetts, and London, Ontario

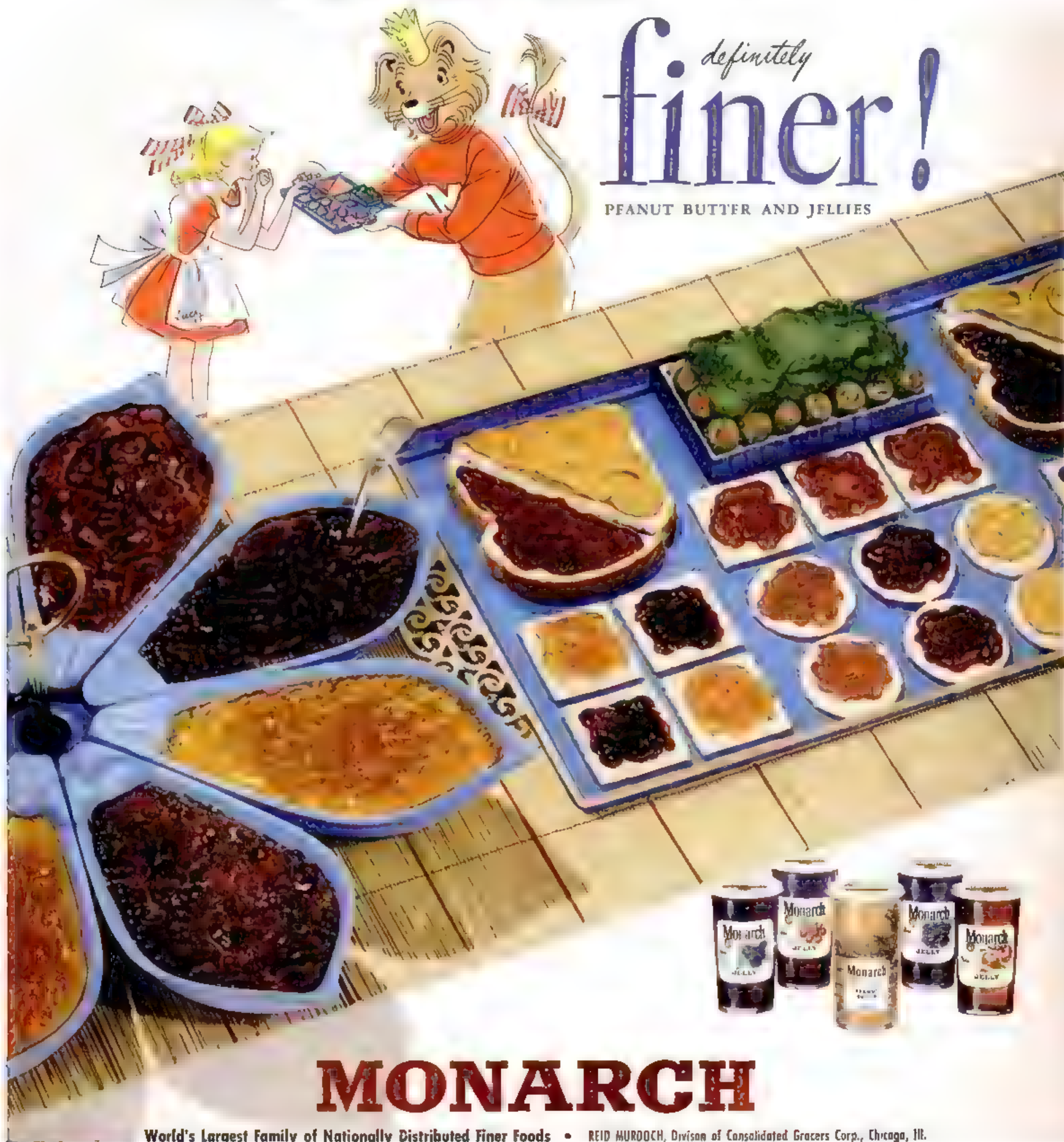
Make every meal a party meal

What satisfying, healthful goodness MONARCH Peanut Butter and MONARCH Jelly give everyone—grown-ups as well as growing boys and girls! In sandwiches, these two MONARCH delights "hit the spot" any time—at lunch, be-

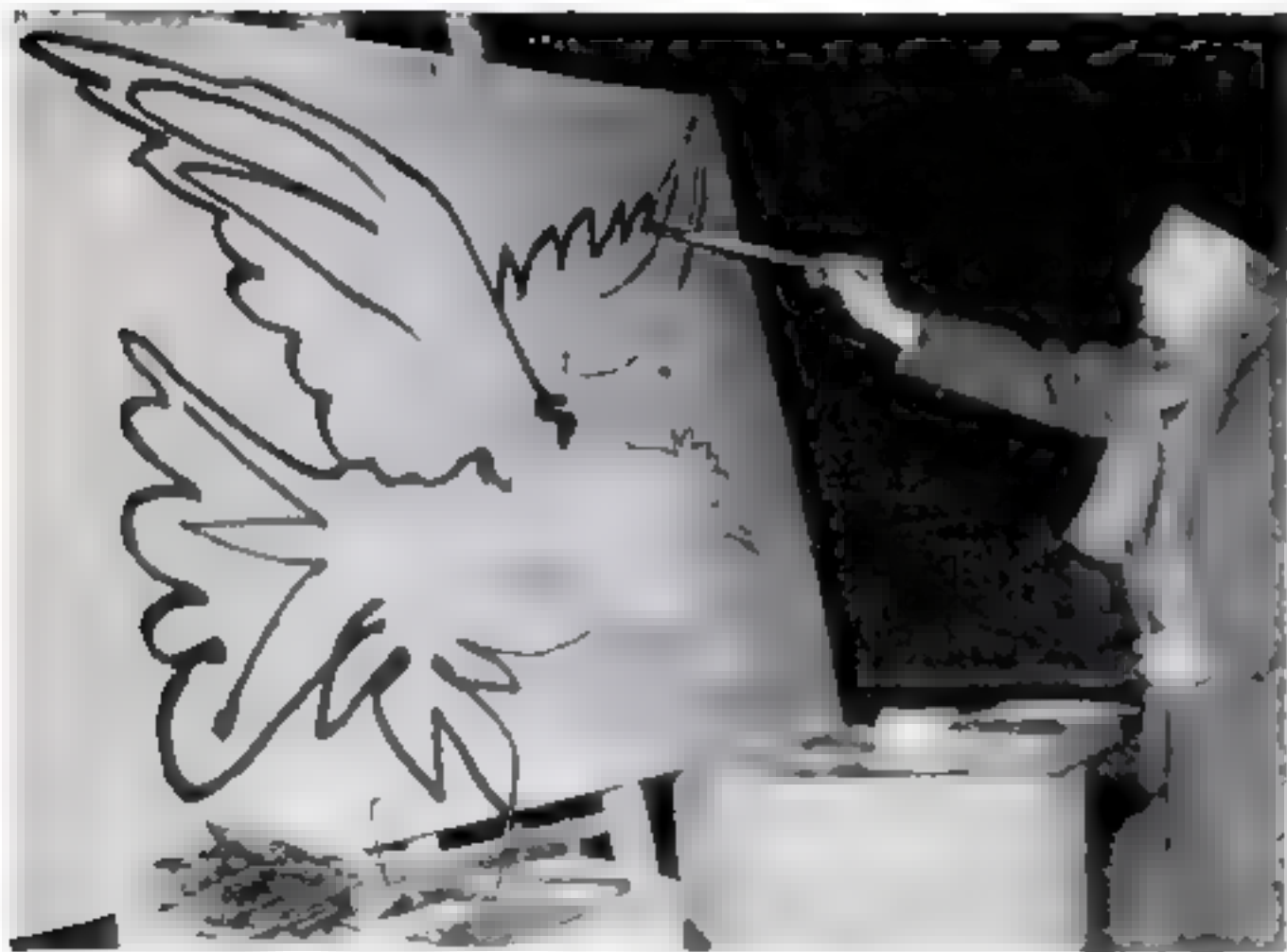
tween meals, or as an "Ice Box Raider Special" before going to bed at night. Just try them and watch your whole family "go" for these two taste treats in a *big* way. But be sure you get MONARCH.

definitely
finer!

PEANUT BUTTER AND JELLIES



World's Largest Family of Nationally Distributed Finer Foods • REID MURDOCH, Division of Consolidated Graciers Corp., Chicago, Ill.



COMMUNIST DOVE is drawn by Pablo Picasso for Communist "peace" rallies. It is now almost as widely known as the Soviet hammer and sickle.

FRENCH COMMUNISM CONTINUED

favor of rearmament. The failure of the government to rally the people is lamely explained as part of an attitude of "not provoking the Communists." It has really been a product of something deeper: French governments for the last three years have reposed on the concept of the "third force." The third force, as defined by its creator, the late Socialist leader Léon Blum, prescribes equal hostility to fascists on the right and Communists on the left. With marked success Red propaganda has encouraged devotees of the third force to equate fascism in France with the De Gaullists and the Conservatives—and fascism internationally with American capitalism. The patent falseness of this thesis matters less than the fact it has produced one French government after another too weak to confront the Communists effectively. Yet this series of governments has been backed by an American diplomacy complacently tolerant of this ineptitude.

So today there are recognized Communists on France's atomic research commission. There are known Communists in her political police. Twelve of the 44 members of the National Assembly's National Defense Committee, through which all defense legislature must pass, are Communists. Is it surprising that France has no defense program in keeping with the urgency of the situation—or worse, little awareness of its urgency?

In this great nation there are vast reserves of moral and material strength. Seventy-five percent of Frenchmen are anti-Communist, and many more would be if the facts were given them hard and straight. The threat of Communism in France can be beaten, and the nation can surmount the greatest peril in her history, by the union with which Frenchmen have so often answered the cry: "*La patrie est en danger!*"

But right now the Reds are winning in France, not losing.



NONCOMMUNIST DOVE, shown with Designer Jean-Paul David, turns Picasso's dove into a tank with cannon beak. It is "the dove that goes boom."

The New Shape is the news

The new-shape sculptured gown. The importance is in the draping... so artfully shaped. You'd think it had been carved in marble instead of fashioned in taffeta.

The new-shape Modess box. The importance is in the artful shaping, designed to keep a secret. You'd think it held note paper... candy... many different things, when you see it wrapped. And every Modess box is now discreetly pre-wrapped before it even reaches your store.

Same number of fine Modess napkins. Regular, Junior, and Super sizes.



MIXING IT—mixing winter wind, sun and fun can put a real weather-burn on the best of faces. But it won't make shaving tough if you use Barbasol brushless shave. Barbasol not only puts a quick-wilt on whiskers, it also feels like a soothing balm to a tender face. Good for your skin, too—try a Barbasol shave! (Advertisement)



BEFORE SUNRISE coach heads up Brig's main street toward mountains. Run starts at 7:00 every

morning, is due at I-celle by 6 p.m. Passengers pay 7 Swiss francs, 10 centimes (about \$2) for entire trip.



EARLY SUNLIGHT HITS Aletschhorn

Life Crosses the Simplon Pass

**ALPINE STAGES MAKE
THEIR FAREWELL RUNS**



CHANGE-OVER is near Bernal. Coachman Anton Bra, at right, gives mule to Sleigh Driver Johann Zenklusen.



PEAK AS STAGECOACH BEGINS ITS LONG ASCENT OUT OF BRIG

By rail through the Simplon Tunnel, world's longest, the distance from Brig, Switzerland to Iselle, Italy is only 13½ miles, and a good train can make the run in 20 minutes. But across the winding road through the pass high above the tunnel the towns are 25 miles apart. Between November and June the 1,500-odd mountain people get their mail by horse-drawn stagecoach and sleigh. It is one of Europe's last surviving stagecoach runs, and it goes through some of the most spectacular scenery in the world.

For centuries the Simplon has been one of the main routes across the Alps, and the present road was built by Napoleon for an invasion of Italy. The coach drivers take a leisurely 10 hours to complete the run and, in addition to carrying mail, do favors for people along the way—delivering packages, getting empty *schnapps* bottles filled, giving skiers free tows up the hills. Bad weather often halts the coach, and the route has its dangers. In 1929 a huge boulder, part of an avalanche, plummeted down the mountainside and swept two stagecoach horses over the cliff.

On most of Switzerland's other passes modern autobuses with snowplows have replaced the stagecoaches. Faced with a recurrent loss on the Simplon route, the Swiss government next winter will do the same on this run: sleighs will serve only the inaccessible stretches. This spring the stages will clatter over the pass for the last time and be retired to museums.



HIGHEST POINT on pass, marked by small sign, is 6,590 feet above sea level, 4,355 above Brig. Some of Napoleon's soldiers froze to death not far from here.



WINTER GALLERY, one of four short tunnels built by Napoleon, has arched extension (left) for use when heavy snowdrifts make main road (right) precarious.



ENTERING SIMPLON-DORF, Zenklusen lets his older horse walk behind sleigh. At this town he gives the mail to third driver who takes it to end of run.

MEN OVER 25 WHOSE HAIR IS GETTING THIN- GROOM IT WITH KREML

TO AVOID THAT GREASY LOOK
MAKE HAIR LOOK MORE ABUNDANT!



If you're feeling self-conscious about your hair getting thin on top or receding at the temples, don't call attention to your thin hair by plastering it down with greasy, sticky products which leave an unsightly, dirt-trapping, shiny film on the scalp. Now's the time to graduate to Kreml Hair Tonic!

Kreml is different from any dressing you've ever used. It never looks greasy or sticky—never plasters hair down. Instead, Kreml is especially blended to make your hair look naturally well-groomed—to make hair look thicker—like more than you've got. Also unsurpassed to remove dandruff flakes and to give sleepy scalps a delightful 'wake-up tingle.' So change to Kreml!

Like to try Kreml?
After your next haircut, ask your barber
for the cooling Kreml application.

KREML Hair Tonic

IMPORTANT: Don't fail to try the new Kreml Shampoo with its natural oil base. It will never dry your hair as so many cream and liquid shampoos which contain drying detergents do.

Simplon Pass CONTINUED



QUICK LUNCH is eaten by Zenklusen (left) and passenger at Simplon Hospice, whose monks give drivers free meals in return for bread, milk, free rules.



MILK CUP used by Napoleon at hotel in Gstein-Gahn and coin which paid for it are shown by third driver, 60-year-old Edouard Theiler, and barmaid.



FINAL DRINK is taken by Theiler (right) in Iselle. He has driven Simplon stages for 30 years, lives in Simplon-Dorf, spends every other night in Iselle.

ALL DRUG STORES
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First AID for
COLD
DISCOMFORT

Fast RELIEF for
HEADACHES

Always Take Alka-Seltzer
for ACID
INDIGESTION

Sonny's Night Cough
demands safe relief. Pleasant-tasting Pisco's
(Pie-aids) is medically right for coughs due to
colds for young and old. Fast acting, soothing.

PISO'S

CHAPPED HANDS?



Try this famous Canadian lotion
(1) Nothing soothes and softens a
chapped, dry skin more
quickly—(2) aids its
healing more rapidly—
(3) protects skin more
surely against chapping,
roughness and dryness!

At cosmetic counters—25c,
50c and \$1 bottles

Campana
Italian Balm

W



WILSON'S

Ideal



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THE "HIT-TUNE"—FROM THE IDEAL TELEVISION PUPPET SHOW

Ideal

THE 7-COURSE MEAL FOR

1. Strong muscles and growth.
2. Vitamin balance.
3. Clear eyes and glossy coat.
4. Strong bones and teeth.
5. Vitality and nerves.
6. Strong sinews and tendons.
7. Energy.

GET IDEAL TODAY!

Special Offer!

Would you like these cute, lovable, eleven inch high hand puppets of the cat and dog? We will send you the full colored printed cloth (soft cotton suede) for both cat and dog. You simply sew together. A child can do it. Instructions included. Simply send 50c and 2 Ideal labels to Puppets M, 310 W. Washington St., Chicago 6, Ill. Guaranteed satisfaction or your money back.



FOR Ideal's clean, wholesome, meaty aroma makes it so pleasant to feed. Ideal contains a full 7-course meal all in one can.

As sung by "Tuffy" and "Sniff" on Television



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from LIFE, Dec. 25, 1950, by Milton Greene

WHAT'S IN A PICTURE . . .

Here is a rare type of picture—fantasy, skillfully expressed by the camera. The scene comes through to us fresh and spontaneous despite the fact that the picture is all props and poses and that its illusion depends on distortion. When the mood of a photograph dominates its own artifice as this one does, it becomes a work of camera art. It is more than a picture seen. It is a personal experience re-lived.

In some photographs of this kind the artifice gets in the way of the picture. In this picture the photographer has caught the wonderland of child-

hood through photographic techniques. The picture is so sincere and simple that it instantly invokes all sorts of personal, delightful images in the viewer. We are whisked out of ourselves to re-live a moment of lost childhood.

The picture comes off the LIFE page easily and gaily, and lives in your mind because its fantasy is so perfectly communicated. It conjures up the whole story of Alice in Wonderland, just as any picture you remember suggests the larger event or re-awakens personal memories.

. . . to see life . . . to see the world . . . to eyewitness great events

LIFE

"I'm from Milwaukee, I ought to know..."

**Blatz is Milwaukee's
Finest Beer!"**

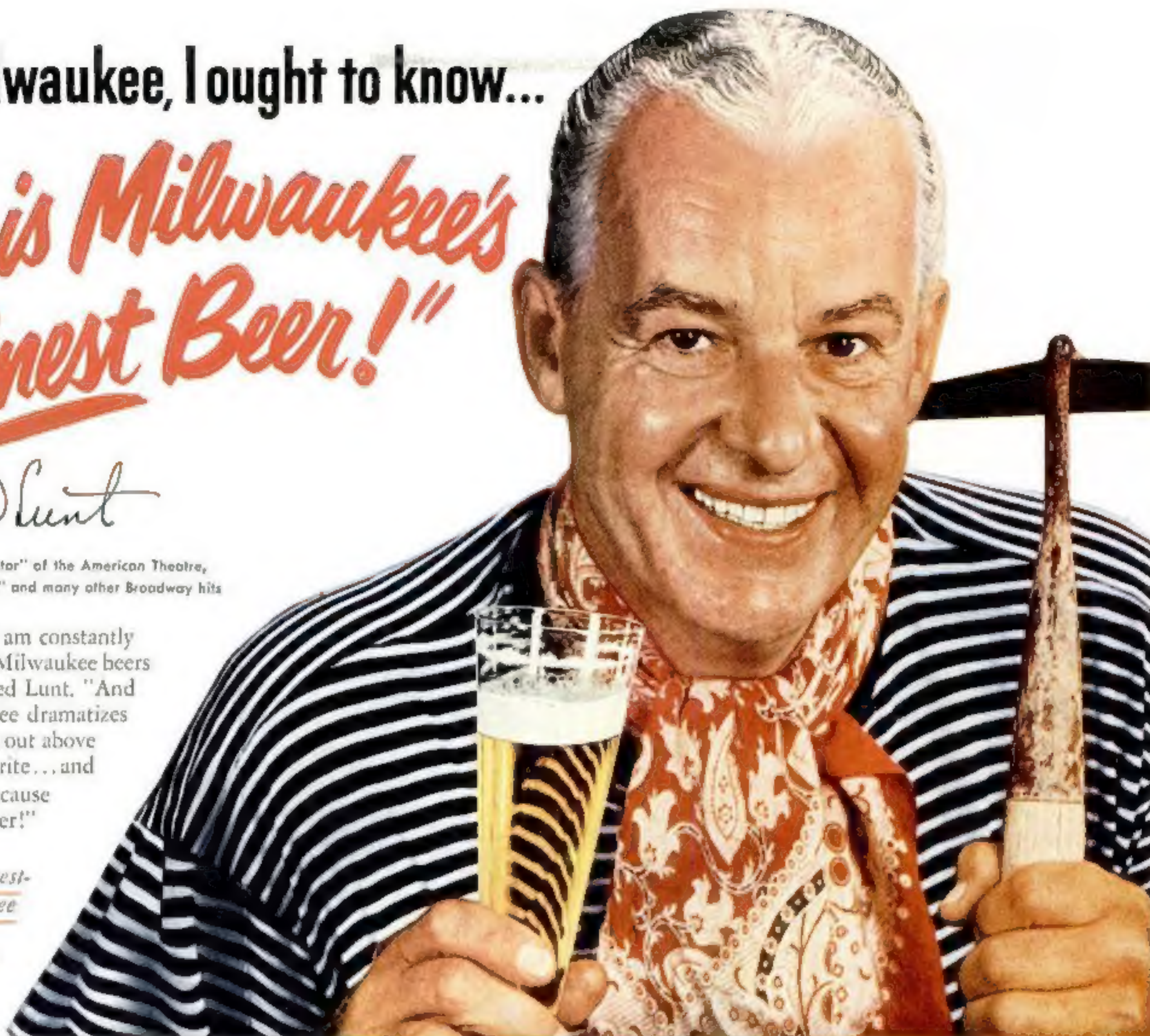
says *Alfred Lunt*

Milwaukee-born "First Actor" of the American Theatre,
and star of "I Know my Love" and many other Broadway hits

• "Touring the country, I am constantly reminded of how popular Milwaukee beers have become," says Alfred Lunt. "And coming home to Milwaukee dramatizes the fact that Blatz stands out above them all. Blatz is my favorite... and Milwaukee's favorite... because it's Milwaukee's finest beer!"

Yes—official figures show that Blatz is the largest-selling beer in Milwaukee and all Wisconsin, too.

Try Blatz Beer, today!



Between stage successes, Alfred Lunt spends his time at his farm at Genesee Depot, Wisconsin, where his knowledge of fine foods—and his skill at preparing them—have become a legend among his friends.



Follow the example of connoisseur Alfred Lunt and ask for Blatz... Milwaukee's finest beer... at your favorite club, tavern, restaurant, package, or neighborhood store.



**Blatz is Milwaukee's
First Bottled Beer!**

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Make the Tobacco Growers Mildness
Test yourself... "Tobaccos that smell milder
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Compare Chesterfield with the brand
you've been smoking... Open a pack... smell
that milder Chesterfield aroma. Prove—
tobaccos that smell milder smoke milder.

Now smoke Chesterfields—they
do smoke milder, and they leave
NO UNPLEASANT AFTER-TASTE

See VIRGINIA MAYO and GREGORY PECK
Co-starring in
"CAPTAIN HORATIO HORNBLOWER"
A Warner Bros. Production
Color by Technicolor



★ VIRGINIA MAYO enjoys her coffee and
a Chesterfield while the hairdresser arranges
her hair between scenes in the shooting
of "CAPTAIN HORATIO HORNBLOWER."

"Chesterfields make a hit with me.
They're Milder and leave no unpleasant after-taste."

Virginia Mayo

Make your
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